

The American Perfumer

and Essential Oil Review

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See also page 9

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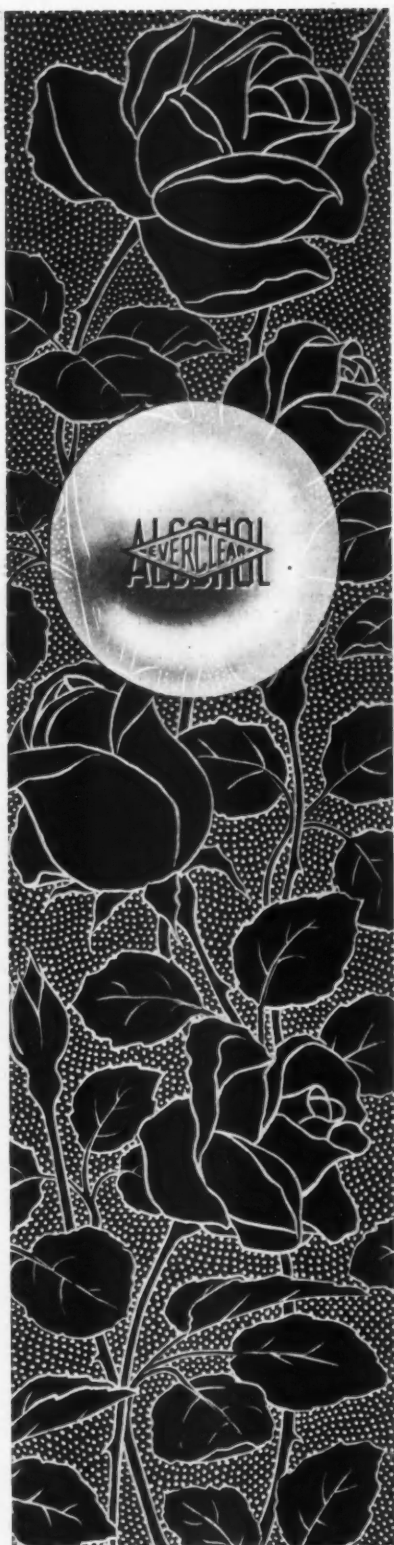
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VOL. XXVII

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No. 10



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DECEMBER, 1932

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Tax Problem Again to Fore

*Congress Expected to Legalize Beer and Probably
Not Enact the General Sales Tax
Recommended by President*

WASHINGTON, Dec. 15.—Early indications in the opening days of the Congress which began its session on December 5 are that the excise tax imposed on toiletries and soaps will remain for another year at least.

The President, in his message to Congress, re-emphasized his belief in the need of a general sales tax. The reaction to this is varied, but generally appears to be against enactment of such tax legislation, at least until there is some definite decision regarding the prospects of legalized beer. A bill for this purpose has been reported.

It is proverbial that a "lame duck" session of Congress is a do-nothing Congress, and there has been nothing to indicate otherwise concerning this session.

There is a distinct attitude on the part of Republicans to leave leadership in vital issues to the Democrats, who will assume control after March 4, and at the same time Democratic leaders are loath to advance programs at this session, because of the fact that Republicans still control the Senate; and the House, on a question of importance, is at the mercy of the insurgent bloc led by Fiorello H. La Guardia which at the last session overthrew the general sales tax. The existence of that bloc is understood to be the reason why House Democrats hesitate to open taxation legislation.

One thing, however, is obvious: that is, even if a new tax bill were framed and even though support could be found to pass a general sales tax at the present time, this new tax would merely be SUPERIM-

POSED on the excise taxes as they exist at present.

In the face of these obvious realities any observer would be foolish to hold out the false hope in his reports that the toilet goods industry soon may be relieved of the special taxes imposed upon it, or even granted a parity, for it is evident that should a general sales tax of, say 2½ per cent be levied on all manufactures, the impost on toilet goods would NOT be reduced at this time.

It is not fair, however, to say that all members of Congress favor this taxation—rather, they look upon it as an expedient to meet an unusual situation, possibly looking more at the mounting Treasury deficit than at the effect of the taxes passed at the last session of Congress on business.

There is some justification, however, for expectation that the incoming Congress that meets after March 4 may take action aimed at eventual elimina-

tion of the excise taxes, as many Democratic leaders, particularly in the Senate, have expressed the view that excise taxes—or sales taxes—should not be left on the statute books so long that they become a routine part of Government financing.

This view is the direct opposite of that held by such leaders of the outgoing Republican regime as President Hoover and Senators Smoot of Utah and Reed of Pennsylvania.

Despite these different stands by the incoming and the outgoing Administration, however, it would be unwise to expect immediate changes after March 4.

President Roosevelt may feel called upon to order a special session of Congress in the Spring, but the



agenda of that special session already has been limited in report to two topics that do not touch upon taxation. A special session will be held, according to information in the best-informed quarters, only if the present Congress fails to legalize beer for revenue purposes and to provide some form of legislative relief for agriculture.

Once in session, it might be that taxation and the companion topic of tariffs would be considered, but even so, it should be remembered that the dying Congress, called in session to enact a tariff act, worked for more than a year before it could agree.

A. M. T. A. Urges Sales Tax

At a recent meeting in New York the executive board of the Associated Manufacturers of Toilet Articles went on record strongly as favoring the general sales tax as a relief from the burdensome special levies under which the industry has been suffering. Its resolution reads as follows:

Whereas, the excise taxes levied by the Act of 1932 upon toilet goods impose exorbitant rates upon the products of this industry at a time when its business is at a low ebb owing to the widely prevailing general depression; *and*

Whereas, these taxes in many cases have not only wiped out the normal profits of the business but have rendered it difficult and in most cases impossible to obviate the dismissal of worthy employees or the reduction of their compensation; *and*

Whereas, the selection of a few industries to bear the heavy burdens of these excise taxes is discriminatory and unjust as well as unscientific because the rates of tax are far above the revenue point; *and*

Whereas, the enactment by Congress of a general sales tax at a rate not to exceed two per cent would provide a broader base for the levying of taxes and furnish a much larger revenue with a minimum of hardship to the taxpayers; *therefore be it*

Resolved, that the Executive Committee of the Associated Manufacturers of Toilet Articles hereby urges upon Congress the prompt repeal of the excise tax on toilet articles and similar imposts upon their industries and the substitution therefor of a general sales tax at a rate not exceeding two per cent, believing that such a substitution will not only equalize tax burdens, but will go far towards balancing the national budget which, in our opinion, can never be balanced by the levying of discriminatory taxes which merely increase the depression now prevailing throughout the country; *and be it further*

Resolved, that it is our firm conviction that a general sales tax at a moderate rate will prove a great stimulus to business not only in our trade but in many other lines, benefiting alike manufacturers, wholesalers and retailers and their army of employees; *and be it further*

Resolved, that copies of these resolutions be forwarded to the Chairman of the House Committee on Ways and Means and the Senate Finance Committee and the Secretary of the Treasury.

The Greatest Help

De Pottier Cosmetics

This magazine has been our greatest help in the toilet goods business.

Trade Commission Stipulations

WASHINGTON, Dec. 9.—Two stipulations of importance to the beauty industry were handed down during the past month by the Federal Trade Commission, one concerning a manufacturer of face cream and the other concerning a manufacturer of hair dye.

The stipulations, as reported by the Commission, follow:

"Face Cream—Marvo, Inc., and William Witol, New York City, vendors of a skin peel designated "Marvo," agree to discontinue representing that testimonials published are absolute proof or undeniable evidence of the claims made for "Marvo" and that it is a treatment for which foreign beauty doctors have charged enormous sums, when such are not the facts; to discontinue quoting the regular price as a special, reduced price; to discontinue representing that Marvo will within three days' time remove pimples, blackheads, large pores, crow's feet around the eyes, wrinkles, and the disfiguring effects of acne, leaving a flawless new skin that will not be injured by weather or conditions of temperature, without a qualifying statement to the effect that the treatment will remove the blemishes specified only in so far as they appear in the outer layer of skin, and that the new skin will be immune to weather and conditions of temperature only to the extent that the old skin was immune.

"Hair Dye—Beautifactors, Inc., New York City, vendor of a hair dye designated "Restoria," agrees to discontinue use of the name "Restoria," and to discontinue representing that the compound is a French discovery that will restore color to gray hair, is harmless and undetectable, when such are not the facts."

Essential Oil Imports Decline

WASHINGTON, Dec. 8.—The essential oil imports into the United States during the first nine months of 1932 show an increase in quantity of nine per cent, but a decline in aggregate value of about 27 per cent, in comparison with the similar period in 1931, according to studies made in official quarters.

Although an increase is shown in most of the essential oils, the greatest is recorded in geranium, with a total of 104,600 pounds, valued at \$332,300, and citronella and lemongrass, with 1,024,000 pounds, valued at \$325,000.

Geranium imported into this country, which showed an increase both in quantity and value, was imported from the following sources, with totals of quantity and value shown for the first eight months of 1932:

France	72,193 pounds	\$219,843
Algeria and Tunisia	20,649 pounds	\$ 73,166
Netherlands	3,090 pounds	\$ 13,555
United Kingdom	2,711 pounds	\$ 11,620
British East Africa	2,333 pounds	\$ 3,488
Germany	340 pounds	\$ 1,431

Lavender is now being cultivated in Australia and when cultivated and distilled there is being shipped to the English market, where it commands top prices.

Imports of Toiletries Decline

Survey of Post-War Trade Shows Radical Change in Character of Business and Value of Imports

WASHINGTON, Dec. 8.—The post-war history of imports of perfumes and toilet articles into the United States is shown concisely in a table prepared specially by the chemical division of the Department of Commerce and not heretofore published. This chart gives the complete picture of these imports from 1919 through the first six months of 1932 and furnishes some demonstration of the adage that business, when subjected to a radical change, frequently goes into entirely new channels.

The most outstanding factor in the tables printed herewith is the proof that in times of depression such as the present one the buying public veers sharply from the more expensive imported products and increases its patronage of the domestic. All of the products treated in these tables are the finished ones, ready for consumption. No essential oils or other raw materials are treated in them.

While some items in the lists show sharp drops from the 1929 peak, the most important item, perfumes and toilet waters, is shown to have continued a steady decline right through the period of inflation when all business indices ordinarily registered almost perpendicular rises. It would appear that in this one item the new-found slogan of "Buy American" had long ago been put into practice.

As shown by the figures in the tables, perfumes and toilet waters imported into the United States nearly doubled from 1919 to 1922, when their value reached an all-time high of \$6,149,015, compared with imports

of this item of \$3,894,878 in 1919. In 1923, these imports fell to \$2,444,081, and they continued to drop each year, without exception, until the importations in 1931 amounted to only \$713,544. For the first six months of 1932 this class of imports was valued at only \$188,936.

Toilet soaps show a steady increase from a total of \$164,437 in 1919 to \$459,641 in 1922. The slump of 1923 knocked these imports down to \$288,611. In 1924 there again was an increase, and the peak of imports of toilet soaps was attained in 1929 when these imports reached \$654,923. In 1930 there was a slight decline to \$560,685; in 1931 there was a sharp drop to \$388,697, and for the six months tabulated in this year these imports fell to \$132,672. Obviously the consumption of soap could not by any means have dropped to the low point indicated, so sales of domestic soap must have increased. Cosmetics, dentifrices, hair tonics, powders, rouges, creams, etc., total \$394,442 in imports for 1919, and show a steady increase to 1922 when a peak of \$921,677 was reached, then lapsing to \$603,219 in 1923. In 1924 they again show an upward trend, and in 1925 reach \$721,032. Slight ups and downs occur in the next few years, but 1929 finds imports totaling \$904,036, a high figure, but still, it will be seen, lower than the 1922 high despite the high buying power of 1928 and 1929. After the slump that began in the Winter of 1929 this class drops off sharply to a total of only \$146,631 in the first half of this year.

IMPORTS FOR CONSUMPTION OF TOILET SOAPS AND PREPARATIONS INTO THE UNITED STATES

	1919	1920	1921	1922	1923	1924	1925
Toilet soaps	\$164,437	\$196,185	\$267,982	\$459,641	\$288,611	\$313,559	\$380,426
Medicated soaps	9,427	8,597	16,436	8,980	5,211	6,787	6,787
Perfumes—toilet waters	3,894,878	3,573,212	4,263,633	6,149,015	2,444,081	2,141,067	2,140,696
Cosmetics, dentifrices, hair tonics, powders, rouges, creams, etc.	394,442	686,544	812,544	921,677	603,219	787,845	721,032
Totals	\$4,463,184	\$4,464,448	\$5,360,597	\$7,534,029	\$3,344,900	\$3,247,682	\$3,248,941

	1926	1927	1928	1929	1930	1931	First 6 months 1932
Toilet soaps	\$413,297	\$561,004	\$587,778	\$654,923	\$560,685	\$388,697	\$132,672
Medicated soaps	10,446	15,812	3,775	8,901	4,880	4,278	1,480
Perfumes—toilet waters	2,070,543	1,950,307	1,601,427	1,494,310	1,082,261	713,544	188,936
Cosmetics, dentifrices, hair tonics, powders, rouges, creams, etc.	633,806	728,199	741,435	904,036	610,869	473,917	146,631
Totals	\$3,128,092	\$3,255,322	\$2,934,415	\$3,062,170	\$2,258,704	\$1,580,436	\$469,719

Michigan Bans Vanillin in Ice Cream

The Department of Agriculture of the State of Michigan has issued a ruling which terminates the permission of the department for manufacturers of ice cream to use vanilla extract, fortified with artificial vanillin in their products. The so-called "Ice Cream Law" of the state banned vanillin but manufacturers had been permitted to use it temporarily.

Court Denies Review of "Castile" Decision

The Supreme Court of the United States refused December 5 to review the case of the Federal Trade Commission against James S. Kirk & Co. The Commission sought a review of its appeal to prevent the soap manufacturer from advertising and selling as "Castile" soaps whose fatty ingredient is not composed wholly of olive oil.

Recent Products and Packages

IN the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

Franco "1933" Face Powder

The Franco-American Hygienic Co., Chicago, commemorates the Chicago Century of Progress with a timely and interesting face powder package. Its trade name is "1933," and the featured design of the box is a beautiful representation of the World Fair skyline.



"Laudettes"

Laudé, New York, has introduced an unusual package containing four odors

in small sizes intended for Mi'ady's varying moods. The "Laudettes," as they are called, are presented in an attractive package with green velour top and gold base bound by a ribbon. It is, indeed, a well-conceived novelty item.



Myrurgia

Myrurgia, of Barcelona, Spain, represented here by Abouchar & Co., New York, continues to produce the interesting and unusual. Its latest creation is a toilet water packaged in a fiber box designed to resemble a young lady's collection of love letters bound with a ribbon. The box, like an envelope, is opened by a flap.



"Palmolive" Shave Lotion Package

Parallel vertical grooves and stripes distinguish the smart new "Palmolive" shave lotion package recently announced by the Colgate-Palmolive-Peet Co., Chicago. With yellow and green as the color motif, the contents of the vertical groove bottle are colored yellow-green to match. A black label sets off the bottle to good advantage, and it is matched by a molded cap, also in black, with knurls grouped in sets of three instead of continuous. The famous CPP insignia is molded into the plastic closure of this worthy package.



Scherk Introduces Smart Item

The Scherk Corp., New York, will shortly introduce in this country a new shaving lotion under the trade name "Tars." It is packaged in an oddly shaped bottle, a feature of which is its screw-type, molded closure. This is light brown in color and is cleverly designed so as to resemble a cork closure. To insure the purchaser of the original product, the bottle is sealed by means of a colored string drawn through a small hole in the closure and fastened to the bottle by a paper seal. The lettering on the large, square label, which is high up on the front of the bottle, is of a brown shade, matching the color of the cap.



New Glenn Yvonne Packages

A number of new items, attractively packaged, have been added to the line of the Glenn Yvonne Society Creams Co., San Francisco, Calif. Pictured here are two representative items, a cream in a jar with black closure and silver and black label, and a lotion in a handsomely designed bottle whose closure and label is of a similar color scheme. Vertical lines give the bottle a stately touch.



New Redwood Perfume

One of the most unusual packages we have seen in many a moon comes from the Redwood Perfume Co., Eureka, Calif. The perfume is a by-product of the



giant redwoods of California, and the producers have followed out this idea in designing the package. A small cylindrical bottle topped with a black closure is presented in a miniature trunk which has the bark effects of the actual tree. The label on the bottle shows through

a triangular aperture in the trunk. Red transparent pyroxylin encloses the package.

Renaud's "Tri-Mode" Combination

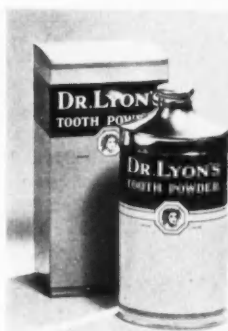
Featured especially for the holiday season is the new "Tri-Mode" combination package recently introduced by Renaud et Cie, Boston. The box is offered in a green and gold color motif and contains three odors, Ghedma, orchid and gardenia, in individual flasks. The case is protected by transparent pyroxylin. In introducing the new package, the company made clever use of publicity that played on the risibility of the retailer. The folder which announced the product contained appealing descriptions of the combination, but the accompanying illustrations were of milk cans and other subjects foreign to perfume containers. When a serious folder followed, Mr. Retailer was in a receptive mood.



"Lyons" Tooth Powder Container Modernized

After a long period of years the familiar container for "Dr. Lyons" tooth powder, manufactured by the

R. L. Watkins Co., Cleveland, has finally given way to a new can of modern design. The new package is simple in design, and not a superfluous word is used on the face. Included merely are the name and trade mark. The light blue of the can has been made somewhat darker, and the dark shade also is a little darker. A larger opening is provided in the top, also.



"Charm" Perfume by Molyneux

"Charm" is the latest creation of Les Parfums de Molyneux, Paris, recently introduced in this country by Les Parfums de Molyneux, Inc., New York. This delightful new perfume is offered in four sizes—one-quarter, one-half, one and two ounce bottles—and is presented in a neat, attractive white oblong box, with lettering and trimming in reddish brown. The bottle rests in a groove on top of the stepped-up base, an assurance against tipping.



Dorothy Gray's New Lipstick

A new wrinkle in the popular "one-hand" lipsticks has been developed by the house of Dorothy Gray Co., Ltd., New York. Its principle reminds one of the cigarette lighter—by drawing back the cap atop the tube with the thumb, it slides down, and out pops the stick. And this may be accomplished without any practise.



Chimène Line

Unusually attractive and well rounded out is the line of Les Parfums de Chimène, Paris and Sao Paulo, Brazil, represented in the United States by Georges Acuna, New York. The items are beautifully packaged, a feature which has aided in achieving the success which the line enjoys.



Packaging the Ten Cent Item

The Importance of Good Packaging for

Chain Store Merchandise

by Ruth Hooper Larison

THE ten cent package has won for itself an important and permanent place in the merchandising scheme of toilet goods. When national advertisers of branded products first introduced a ten cent size package in chain stores it was viewed by other manufacturers from two angles. One group eagerly followed suit . . . the other group debated as to whether or not the sale of the ten cent package would jeopardize the volume sales of the regular sizes and at the same time dilute their prestige in the minds of the public. Time has answered this question and answered it quite conclusively.

For certain types of toilet goods sold in regular sizes the ten cent size is not advantageous for building volume on the regular sizes. Such products are those which are used infrequently and where a very little goes a long way. (This point will be substantiated with other data a little further along). Those products which are used frequently and liberally by the public profit tremendously both in increased volume on the larger sizes by ten cent items which act as an introduction to the larger sizes. In no cases studied has prestige been undermined in any way.

The accompanying illustrations of representative groups of products sold for ten cents in what are often called introductory, sample, guest or travel sizes, are familiar to every one. These particular products were not selected because they were unique on the ten cent counter but because they are truly representative of the outstanding branded lines offered for ten cents. Let us look at them more closely remembering all the while that the public no longer questions the authenticity of such merchandise but selects the ten cent package as an introduction to the product, or, because the pocketbook at the moment is slim, or, because of the greater facility of buying (open display which can be studied at the customer's leisure without pressure exerted by a salesperson).

Williams "Aqua Velva" comes in an attractive yellow carton, printed in white, blue and red. The practical, sturdy bottle, always preferred by the masculine customer, is finished in a sprinkler opening and capped by a brass closure. The label follows the carton in design and a one page insert in color talks shaving cream as well as lotion and on the reverse has a space for your friends' names to be written in, each one to receive a trial size of both products. This is a very complete carry-through and splendidly handled. It is labeled "small size."

Pacquin's hand cream is in an opal jar with a label in white, black and orchid. The metal cap is lacquered

orchid and the name appears in black across the cap. On the jar is the information "Other sizes \$1.00 and \$.50." Surely an attractive package, tastefully done.



Primrose House "Chiffon" face powder in its well known yellow, black and red box is labeled on the back "Other sizes \$1.00 and \$3.00." One woman told me how she came to use this powder even though she was familiar with the advertising and had never tried it. "I forgot my compact one day and went into the dime store to get some emergency powder. I saw Primrose House powder, and as I had always wanted to try it I bought a box and liked it so much I have been using it ever since." This particular

incident is a concrete example of what the ten cent package is doing for branded merchandise.

"Noxzema" comes in a yellow carton printed in red, black and white. The jar is an attractive eight sided sapphire blue glass with a brass screw cap decorated in blue enamel and lettered in brass. A folder insert in the carton pictures and describes its varied uses including testimonials from a nurse, a lifeguard, a housewife and a barber. The package is marked "ten cent size." Its tremendous acceptance by the consumer is the proof of its value in the toilet goods industry, and the small size is definitely creating a demand for the larger size.

"Perstik" is a new deodorant which has recently been introduced. The ten cent size is now available in the chain stores and I am inclined to believe it will prove a very popular item when it has been in the market long enough to check up on the volume of business the small size can create for the regular size. The card illustrates the product in use showing the advantage of a clever lipstick method of applying a solid deodorant. It is marked "ten cent size." The back of the card carries full directions. The pasteboard container in black, silver and white is stapled on and when removed the stick can be carried in the purse, left on the dressing table or bathroom shelf.

Nestle "Superset" waving lotion, already in a ten cent size, has been much improved as to package and appearance. The new bottle, oval in shape with eight panels, is a very generous size for ten cents. The lotion in this new size has already been diluted and is therefore ready for use. The bottle is sturdy and the wide neck opening will allow a narrow comb to dip right into the product and facilitates application. The front label carries a design in black, yellow and red, and the label on the back, when removed, is actually a folder of directions for use. A black metal closure is used.

Pond's cold cream comes in a yellow carton printed

in red and blue and the tube follows the general treatment of the carton. Pond's other products are advertised both on the carton and in a leaflet enclosure in which full directions for use are also given. It is a smart attention getting package.

Ipana tooth paste comes in a yellow, red and black carton (these are highly favored colors for toilet goods) and the tube follows the design and color scheme of the carton. A leaflet enclosure gives helpful information for caring for the teeth and gums and recommends another product of the company's manufacture. "Ten cent size" is printed on one end of the carton. The package has marked individuality and its popularity with the public is obviously justified.

Many other examples of popular branded products sold for ten cents come both with and without cartons. Some are wrapped in pyroxylin sheet. Some are attached to cards. Toilet goods accessories are another large and important group of ten cent sellers. Tubes are used extensively for creams although there are an increasing number of products using both opal and flint jars as well as moulded closures on both jars and bottles. I wish space permitted to illustrate and describe other outstanding examples of good ten cent store packages. Sometimes these small sizes are exact replicas of the regular sizes, sometimes they are a modification. It is always important to make the ten cent package as nearly like the regular size as possible in order to establish instant identity and also to make the buying public familiar with it.

Where the use of a carton is employed it permits an enclosure advertising other products by the same manufacturer and giving full directions for the use of the one purchased. While some colors are certainly more popular with the public and add to the sales appeal, the package as a whole is more important to my mind than the mere use of any of those colors.



There seems to be no iron clad rule as to what the public will select as there are too many complex elements entering into the matter. Judgment and discretion must be exercised at every step of the way whether the packaging operation is directed to chain store selling, department store or drug store. The method of displaying the merchandise in the chain stores is, of course, the magic wand of merchandising. The open displays invite attention, handling of items, and influence the public in their decision to buy.

A very interesting toilet goods survey has been made by the publishers of *Modern Romance* and *Modern Screen*, two magazines sold on newsstands and in the Kress and Kresge stores. This is the first of a series of surveys they are conducting for the benefit of their advertisers. The beauty editor sent a questionnaire to three thousand women who had previously written her on toilet goods problems and she received a 22 per cent return of filled-in questionnaires although nothing was offered as an incentive to respond.

The questions listed types of products and asked for the name of the brand used, in what sizes purchased and the name of an alternate brand, if any. The analysis of the answers is most informing and indicates that even a public which obviously trades regularly at chain stores does not limit its toilet goods buying to the chain store sizes. While it is impossible to quote extensively from this survey the following points are a sufficient key to check up on the most popular prices for toiletries of different types and also give some indication as to the reasons for this. Other surveys conducted along this same line would not only substantiate the findings of this one but uncover other interesting data which manufacturers can either file away or turn to good use. Advertising agencies and national advertisers can secure the material in this



survey by getting in touch with Modern Magazines, Inc.

A well known brand of cleansing tissues which leads the list shows greatest popularity in the size selling from 26c to 50c. Of all the brands recorded 33 per cent of the buying is done on the 10c size. Thirty-two per cent buy at 11c to 25c and 32 per cent buy a size selling from 26c to 50c.

Out of the 661 replies some did not state their favorite price and many did not indicate the use of every type of preparation listed. Cleansing creams, including cold creams, proved most popular in the price range of 76c to \$1.00. Astringent creams and lotions were most popular at 75c to \$1.00. Hand creams lead in the range from 26c to 50c. Powder bases at 75c to \$1.00 were almost tied with those selling from 26c to 50c. Pore closers (this may have overlapped somewhat with astringents in some customers' minds) were best at a price range of 76c to \$1.00. Skin tonics lead in the range of 76c to \$1.00; and the same was true of tissue creams. Face powders proved best at 76c to \$1.00 for 52 per cent noted this price range while only 7 per cent selected the range of 10c or under. Thirty-six per cent of those using lipstick buy at 26c to 50c while 19 per cent buy at 10c or less. (A lipstick lasts a long, long time and therefore claims a greater percentage of 10c customers.) For rouge 56 per cent pay 26c to 50c and 14 per cent pay ten cents or less. Hair dyes were voted a tie between the price ranges of 26c to 50c and in the range of over \$1.00; with 40 per cent selecting each. It is interesting to note just which products lead under each price classification.

Seventy-six cents to \$1.00 proved the most popular price range for astringent creams and lotions, bleaches and freckle creams, bath salts, cleansing creams, face powder, perfume, pore closers, powder bases, skin tonics and tissue creams.

Twenty-six cents to 50c proved the most popular price range for fourteen classifications, as follows: acne remedies, brilliantine, cleansing tissues, deodorant, depilatory, eyeshadow, hair tonic, hand creams, lipsticks, rouge, shampoo, sunburn remedy and toothpaste, and hair dyes as already noted.

In the price range of 11c to 25c talcum powders, mouth washes, hair rinses, and as before noted, cleansing tissues are popular.

The price range of 10c or less claims only cuticle softener and remover, eyelash grower, mascara, nail polish, powder puffs, toilet soap and waveset lotion.

The Obvious Conclusion

The most obvious conclusions to which we can come indicate that a product which lasts a long time in use as those just mentioned does not tend to stimulate business on the full sizes as readily as in the case of the fast using products although there are many interesting records by manufacturers of cases where they have done so.

It is equally a matter of record from this survey and many other sources that the ten cent package on the whole stimulates sales on the regular sizes. It also opens up new possibilities for those manufacturers

who desire to gear their merchandise primarily for the chain stores because for them it is possible to aim directly at the chain store market where there is least sales resistance.

Another point on which we must think in connection with the ten cent package is quantity. This is best planned to provide an ample amount for the trial of the product but should in no way infringe upon the sizes used for regular packages. Too much of a product sold for ten cents cheapens it in the minds of the public while too little indicates our much loved word "racket." It implies that the manufacturer is merely trading on his good name and publicity to pry the public loose from their dimes.

So much careful thought and attention has been applied to the ten cent package in recent years that it is now possible to render fair judgment as to just what it can and does do for the manufacturer, taking into consideration, of course, his own individual products and problems. I do not believe the ten cent market is overcrowded even though it is certainly a large one. I think that known brands are an asset to it from every point of view and that brands sold only in chain stores which are good merchandise should be as well advertised and publicized as brands selling for higher prices as well. This is a matter which has not yet come up for sufficient consideration among manufacturers, but one which is no doubt just around the corner.

Certainly the ten cent package belongs only in the chain stores and has no logical place either in department stores or drug stores. Such retail outlets are not geared to make a profit on ten cent items and should look upon the ten cent product in the chain stores as merely an inexpensive mode of publicity for the large sizes they sell. They are loath to take this attitude in general but always come around to it individually when a concrete incident is brought to their notice. The quantity in which ten cent merchandise must be manufactured is an asset towards the improvement of the package. Volume business of this kind means buying in sufficient quantities to give the package every advantage that a regular size package enjoys particularly where it is a utility or semi-utility package. The most expensively packaged toilet goods such as perfumes have no logical place on the ten cent counter and therefore they do not steal the thunder from the good ten cent value.

Coty Sues King Drug

Alleging that the King Drug Co., Cincinnati, infringed on registered trade marks and subsequently damaged the plaintiff's good will to the extent of \$100,000, Coty, Inc., New York, filed suit for that amount in U. S. District Court, Cincinnati, recently. The plaintiff further alleged that King's sold to the public certain perfumes under the name of Coty and also infringed various other registered trade marks. It also was charged that as the result of these alleged acts Coty, Inc., suffered extensive losses in good will to its annual \$10,000,000 business.

In addition to \$100,000 damages the plaintiff asks for an injunction to prevent further such alleged sales and also an accounting.

Are Your Booklets Read?

*What's Inside Those Pretty Covers Must
Convince and Instruct the Consumer*

by Eleanor Rowlands

HERE I sit surrounded by some sixty booklets, each and every one of which tells me that here at last is the secret of feminine beauty. While this is undoubtedly a large collection compared to that of the average buyer of cosmetics, it is a very small percentage of the number of such booklets printed by various cosmetic concerns in the course of a year.

Nearly all of them are, in their own way, works of art. Many of them cost the manufacturers a pretty penny to get out. Most of them are color jobs. Covers are most attractive, and the paper on which they are printed is of good quality.

But—start to read 'em! As nearly as I can figure it, if you followed every instruction in each of at least half these booklets—you might have a beautiful skin, but certainly there would be no time left for the business of living. Being beautiful is apparently a life's work in itself.

That's all very well for the women who are so inclined, whose only end, aim and desire in life is to have a skin as soft as velvet, as smooth as a baby's, a figure of slim and supple grace, hands that are a delight to merely sit and watch. But in this day and age I doubt if there is one woman in a hundred thousand who has no other object in life than this, not to mention the time and the money.

We're a hard-working lot, with a hundred different interests a dozen different jobs to perform in each twenty-four hours. While most of us realize that as women one of our obligations to the world is to be as attractive and dainty as is within our means and ability, we also know that there are other things just as important. Our interests and activities cover too wide a field these days to spend too many hours just prinking.

So—we'll use the creams and lotions, and we'll read the booklets, but it is awfully disappointing, and many times very discouraging, to pick up one of these lovely little books, which supposedly will let us in on the secrets of the truly beautiful, only to find that it would take a lifetime and cost a mint to follow the daily treatments therein suggested.

Who could resist titles such as these: "Here Dwells Youth," "Your Dowry of Beauty," "The Quest of the Beautiful," "Beauty Triumphant," "Beauty on a Higher Plane?" Reading

matter, without a doubt, for several hours. And when you get all through you wonder just what creams and lotions you most need to rise in your glory with a newly finished face.

I know there are a lot of manufacturers who are making a very earnest and honest effort to give the clearest possible instructions for the use of their various creams. Women need so much more than this, however. So few of them know, for instance, whether their skin is dry or oily—and how are they to tell. It is the manufacturer's job to offer them some sure way of determining the condition of their skin and its needs, and I have yet to find a booklet which to the uninitiated does an adequate job.

As to methods which take a great deal of time, night and morning, these are all right for the lines which boast a salon background. After all, they are anxious to sell the woman the idea of expert treatment in their salons to the tune of \$3.50 or more a treatment, as well as the use of their creams.

Only a fraction of the cosmetic market has as yet been touched, so think of the fortunes to be made in the years to come. The part of this market from which real money can and will be made is not the woman who can now afford such treatments, or even the woman who may be able to in the future, no matter how much she would like to, but the woman who must care for her skin in her own home as best she can with the material you give her.

It is human nature to want the best and most expert care obtainable, whether it be care of the skin,



A GROUP OF MODERN COSMETIC BOOKLETS

or of the sick or of the home. If you can't afford skilled and trained operators to pat and smooth your skin to rose petal loveliness, if you can't afford specialists and surgeons, night and day nurses, French maids and butlers, you do the next best thing, and with the material you have at hand, a little intelligence and common sense, you achieve the best results within your power.

So, realizing that I may be treading on forbidden ground, touching, undoubtedly on a very tender subject with any cosmetic manufacturer, I still can't help wondering why more applied common sense is not used in the writing of booklets which, in this field particularly, are a necessary and proven sales help.

Beautiful they should be, certainly. Women love beautiful packages—witness the cosmetic counters, the amount of time and money spent on containers and color schemes. Many a jar of cream and box of powder has been bought just because the outer wrapping was so attractive that women couldn't resist. One line that I know of sold thousands of jars of a certain cream because the jars were so perfect in color and design it didn't seem possible that the cream inside wouldn't do all it claimed and more. Unfortunately, the repeats on it were few and far between because the cream itself did *not* do its job. The results came near to being disastrous—would have been to a firm of less stability.

And so with booklets—what is the use of spending a lot of money on the makeup and printing, if the meat is not inside?

Pretty words are fine. Surely it can do no harm to dress your instructions in these, but along with all the other things that women are learning and doing these days, they want these instructions to tell them something to which their own common sense can subscribe.

First of all they want to know that the products they are using are pure, and they want to know why they are pure. Do you know that there are thousands

of women who still believe that a cold cream—any cold cream—will grow hair? They really don't expect an awful lot—overnight miracles would be marvelous, of course, but it is hardly a "reasonable expectancy." They want value for their money, and part of that value is represented in being told how to use the products they buy to obtain the best results in the least possible time. In other words they want information, and the manufacturer is the one who should be supplying it.

The days are over when any woman who used powder must give up her right to be called a "lady," as are the days of white powder and too vivid rouges. Soap and water are no longer the only cleansing agents to be used on the skin. If we believe many beauty experts, we'd never use either, certainly if we use soap we must have the finest, purest and mildest to be had. But if we accept their dictums and turn to creams and tonics, we do want to know which ones to use, and we want to know how to discover the type we should be using.

The public library could probably supply us with all sorts of useful information, but we're not going to take the time and trouble necessary to dig it out. That is for the manufacturer to do. We are his visible means of support, and even the unemployment situation and the stock market won't materially affect him if he'll give us an even break.

So on the next batch of booklets you get out, Mr. Manufacturer, do give a little more time and study to the common sense value of its contents. In this field particularly, word of mouth advertising can do wonders. One satisfied customer will swing a dozen more.

Almost all the information for the use of your products can be given in words of one syllable. The result, I know, will be dollars and cents added to the treasury out of all proportion to the dollars and cents invested.

Trade Board at Leipzig Fair

The Department of Commerce has tendered to the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc., the use of the booth which it has each year at the Leipzig Spring Sample Fair to be held in March. Representatives of the Department will as usual be at the booth to explain the products shown, distribute literature and samples and act in the interests of the exhibitors. The Drug, Chemical and Allied Trades Section under the direction of secretary Ray C. Schlotterer is asking companies in the drug, cosmetic and allied fields to take advantage of this opportunity of displaying their products at small cost.

The total cost of the booth is \$500. The Section hopes that at least 25 members will avail themselves of this opportunity, thereby bringing the cost to each individual exhibitor down to \$20. A larger representation would, of course, still further reduce the cost of space. Inquiries regarding this opportunity should be addressed to Mr. Schlotterer at his offices at 41 Park Row, New York City.

N. A. A. I. to Hold Novel Contest

The National Alliance of Art and Industry has announced a novel form of industrial exhibition to be held in the galleries of the Art Center Building, New York, during the month of January. The exhibition is entitled "New Materials, New Products and New Uses."

It has been organized to afford the industries an opportunity of presenting new products to a wide metropolitan audience under the auspices of an organization whose program promotes a closer co-operation between the manufacturer, the designer and a public which increasingly demands beauty as well as efficiency in machine-made products.

Products of all types placed on the market within the past two years, as well as those not yet commercially available, are eligible for exhibition. New uses for familiar products or new processes which favorably affect the design quality of material will also be shown. It is, in fact, its design quality which ultimately determines the eligibility of any given object—mere technical excellence or novelty are not enough.

Publicity for the Perfume Industry

AS an example to the perfumers of this country and also to those who guide the destinies of the daily press, the enterprise of *Le Petit Niçois*, a daily published in Nice, France, in presenting a series of interesting and stimulating articles on perfumes should be noted. The series is based upon interviews with Senator Eugene Charabot, head of Charabot & Co., who is well known here through his frequent visits to his American representatives, Ungerer & Co., New York. It is excellently written from a descriptive point of view and in addition possesses genuine news value in its practical discussion of the problems of the perfume industry at the moment and the numerous suggestions made by Senator Charabot for an amelioration of the present conditions.

The series opened with a description of the floral industry in Grasse and vicinity and then discussed the manufacture of perfumes and the careful blending of natural and artificial products to produce the best results. This section is written in splendid literary style, quite in contrast with present American "Journalese," and at the same time gives a clear and accurate picture of methods of production and compounding, about which so much misinformation has been spread in the American press.

Senator Charabot pointed out to the reporter that the development of synthetic products has greatly advanced the perfumer's chances of success without at the same time jeopardizing in any way the floral industry. He showed clearly how each of these two raw material industries has rendered mutual support to the other and how both, working in apparent but not actual opposition, have materially benefited the finished perfume industry. Urging that this progress be continued he insisted that improvements in productive processes which have resulted from the progress of synthetic aromatic chemistry be now extended to agricultural methods as well in order that progress should not be checked.

Pointing out that there is at present a crisis in the French perfume industry, Senator Charabot briefly reviewed the events which led up to it. He indicated that financial difficulties were complicated by the heavy taxes and tariffs placed upon perfumes with a resultant effect upon the quality of goods offered to the consumers. The series closed with a resume of the remedies which Senator Charabot proposes for this condition. Following is a translation of this portion of the series which we believe applicable to some extent at least to the difficulties faced by perfumers in the United States as well:

"Behold, therefore, the situation which for five years has found no solution and which, today, faces us producers, perfumers, manufacturers in equal measure, threatened as we are with ruin.

"Without doubt the possibility of stabilizing prices

and also of protecting this French trade at home is what ought to have been sought! Now, in order to get past these customs barriers, French houses have gone to establish themselves abroad. They are French brands, French processes, but all the details of presentation—glassware, labels, stoppers, packings—are taken abroad, thus depriving our labor of jobs.

"In the face of a customs policy that has become more and more disastrous, new measures become imperative. A decrease in the price of perfumes must be obtained, so as to bring back the trade of a vast number who have concluded: 'Perfume? It is a luxury that one can do without!'

"It is urgent that cooperation should be established among producers, perfumers and manufacturers, because with their personal interests in conflict the result has been a heaping up of stocks and hence stagnant trade to the common hurt of all. If the producer says: 'Burn the stocks!' the industrialist can reply: 'Stop the growing!' As can be seen, the question is grave and delicate.

"The whole floral trade is agitated, and the Government is being urged on all sides to see that the burdens hanging heavily upon this trade should be lightened, but here as elsewhere outside

reasons are in play, making the task of our statesmen heavy."



SEN. EUGENE CHARABOT

Flower Growers and Perfumers Meet

GRASSE, December 3.—Growers of flowers for perfumery in this section met today in the city hall under the chairmanship of M. Sicard, president of Société Nerolium, for the purpose of considering agenda for a conference with the Syndicate of Perfumers of Grasse looking toward remedies for the crisis in the flower growing and perfume industries. Following their conference, they met the Syndicate of Perfumers at a formal meeting, presided over by E. Maunier, honorary director of Etablissements Antoine Chiris. Senator Eugene Charabot, head of Charabot & Co. was present at this meeting.

After listening to an exposition of the position of the perfumers by Sen. Charabot and of that of the growers by M. Sicard, both growers and perfumers agreed on certain measures to be taken to combat the difficult conditions in which both groups now find themselves. These include: a complete survey of the flower plantations to learn their exact status, many having been destroyed or abandoned; limitation of the production of flowers to the actual needs of the manufacturers of perfume materials; establishment of minimum and maximum prices to be paid by the factories for the flowers.

Finally, after the floral situation had been more carefully examined, it was determined that cuttings and grafts should be carefully selected and types of flowers improved, especially those of roses and jasmin.

Effective Displays at A. B. C. B. Meeting

DISPLAYS at the exhibition held in connection with the convention of the American Bottlers of Carbonated Beverages in Cleveland last month were as usual most interesting and effective. A number of companies in the supply industry were represented with elaborate booths. We are privileged to present photographs of a number of them.

In the accompanying illustrations, *Alsop Engineering Corp.*, New York City, (No. 1) displayed its line of machinery. Charles E. Crowley was in charge, and representatives of the company included S. Alsop, T. R. Turner and George J. Keeler.

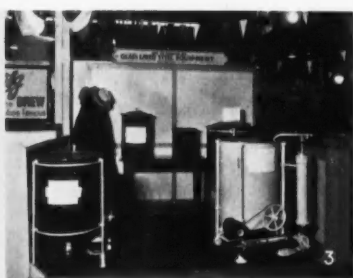
Owens-Illinois Glass Co., Toledo, (No. 2) displayed its beverage bottles and also a most interesting new shipping container which can readily be made into an attractive doll house. The display was under the direction of T. K. Almroth, and the following represented the company: J. P. Curran, S. W. Johnson, L. N. Crossley, P. A. Ginter, Harry Schmidt, S. S. Swift, H. O. Leppig, E. A. Feix, E. D. Kerby, J. E. Donnelly, J. A. Boggs, J. D. Shea, Frank Jones, E. P. Donlin, C. J. Hoffman, C. H. Germer, M. C. Pirkey and F. J. Solon.

Pfaunder Co., Rochester, N. Y., (No. 3) showed its line of glass-lined equipment. W. H. Klee was in charge of the exhibit assisted by H. S. Calvert, Claude Birch, G. F. Kroha and George C. Calvert.

Edward Ermold Co., New York, (No. 4) presented its labeling machinery especially suitable for beverage bottles. W. Eugene Blauvelt was in charge of this display.

Armstrong Cork and Insulation Co., Lancaster, Pa., (No. 5) displayed various types of closures suitable for containers of all sorts. The following were representatives of the company at the convention: E. F. Ebberts, R. Mattern, J. McCormick, J. J. McCaffery, W. D. Presson, C. L. Barrett, F. H. Banar, C. L. Gildersleeve, Geo. J. Keeler, J. B. Salomon, I. S. Hilton and E. V. Carlquist.

Liquid Carbonic Co., Chicago, (No. 6) showed the equipment which it makes especially for the carbonated beverage industry. Those in attendance were O. W. Fick, W. A. Brown, C. G. Carter, G. M. Pettee, H. R. Bafetti, James Kantor, A. P. Hall, J. T. Greely, Charles H. Miller, J. R. Gruetter, C. H. Newman, J. L. Sugarman, F. C. Miller, J. A. Jefford, C. C. Baskett,



P. H. McGoorty, R. V. Haslett, F. S. Davis, W. A. Bartels, Ed. Marovitz, W. E. Newman and G. M. Chapman.

Solvay Sales Corp., New York, (No. 7) displayed its line of chemicals for the beverage industry. A. T. E. Newkirk was in charge, assisted by W. R. Steele, C. P. Harbison, M. S. Johnson and L. E. Rogers.

California Fruit Growers Exchange, Ontario, Calif., (No. 8) displayed citrus fruit by-products for the beverage industry. Its booth was an exceptionally attractive reproduction of a California bungalow. From left to right in the photograph are: W. A. Nay, C. Gallagher, T. F. Baker, E. L. Rhoads, M. L. Chapman, J. Bowen, T. Johnson and H. R. Torrence.

Bond Mfg. Corp., Wilmington, Del., (No. 9) showed caps for beverage bottles. Walter H. Matson was in charge, and other representatives of the company included Henry P. Scott, Jr., Sidney Scott, R. W. Snow, R. J. Scott, Robert G. Marquardt, L. E. Williams and George Cramer.

Other companies which had displays were Foote & Jenks, Jackson, Mich.; W. H. Hutchinson & Son, Inc., Chicago; National Fruit Flavor Co., Inc., New Orleans; Northwestern Extract Co., Milwaukee; Nu Grape Co. of America, Atlanta; Sethness Co., Chicago; Theonett & Co., Inc., Chicago; Virginia Dare Extract Co., Brooklyn; and Warner-Jenkinson Co., St. Louis, all manufacturers of flavoring extracts.

M. L. Schmidt New President of A. B. C. B.

Martin L. Schmidt, of Louisville, Ky., was elected president of the American Bottlers of Carbonated Beverages at the closing session of its fourteenth annual convention, held in Cleveland, O., November 14-18. Thomas Moore, of Minneapolis, Minn., was named vice-president; I. M. Oberfelder, of Baltimore, Md., treasurer, and Junior Owens, of Washington, secretary. New directors elected were: Charles P. Nevin, Butte, Mont.; Virgil Browne, Oklahoma City, Okla.; H. E. Kimball, Millis, Mass., and W. B. Hatfield, Brooklyn, N. Y., all for three-year terms; and Earl Reeder, Dayton, O., to fill the unexpired two-year term of N. N. Beadles, Asheville, N. C.

The convention was well attended, and the program offered subjects of unusual value to the bottlers. More than 100 firms displayed machinery and supplies for the industry at the annual exposition held in connection with the meeting. The association went on record as condemning unfair advertising in the industry, and resolutions were adopted regarding the part the organization should take in relieving unemployment and expressing the group's thanks to those in Cleveland who had helped make the convention a success. Virgil Browne, retiring president, in his annual address, strongly attacked price cutting as a menace to the industry.

Cis- and Trans-alpha-normal-amyl-cinnamic Acids

Bogert and Davidson (*Jour. Am. Ch. Soc.* 53, 3122) found that the alpha-amyl cinnamic aldehyde of commerce is the trans isomer; the cis form is converted into the trans form through the dibromide and the reverse reaction through ultra violet radiations.

Whitton Again Flavor President

J. B. WHITTON, of the Monarch Mfg. Co., Atlanta, was elected president of the National Manufacturers of Soda Water Flavors at the annual convention held November 14 at the Hotel Statler, Cleveland. Other officers and directors elected were: Donald W. Hutchinson, of W. H. Hutchinson & Son, Chicago, vice-president; H. E. Harrison, of Liquid Carbonic Corp., Chicago, treasurer; John S. Hall, Chicago, attorney and secretary; Charles O'Connor, of S. Twitchell Co., Philadelphia, Charles H. House, of Jacob House & Sons, Buffalo, Samuel W. Mutch, of Whittle & Mutch, Philadelphia, W. H. Gast, of Theonett & Co., Inc., Chicago, and

W. F. Meyer, of Warner-Jenkinson Co., St. Louis, members of the board.

The report of the president and of the secretary and attorney were the most interesting features of the convention. President Whitton in his address touched upon present conditions existing in the bottling industry. He stated that in his opinion it was one of the last industries to feel the effects of the depression; that he felt confident the bottling



J. B. WHITTON

industry would be one of the first to respond on the up-turn; that the entire industry in order to maintain its standing with the public must continue to produce quality beverages in order to meet competition with other industries so that the public will continue to feel that a good bottle of carbonated beverages is the best five-cent investment. Mr. Whitton further stated that in his opinion the entire country was tax conscious and an effort should be made to eliminate all forms of discriminating taxes whereby particular industries are being singled out and subjected to the various forms of taxation.

Secretary Hall reported on the progress of the association during the last year, and said that 18 important circulars had been issued by his office during the period. He then discussed legislative proposals dealing with the industry which had been considered by Congress and 102 legislatures. A total of 112 bills had been considered, he said, and the association had done especially effective work in handling this matter. He also touched on the recently issued standards for soda water flavors, concentrates and beverages, and closed with a discussion of the sales tax bill.

Coty Sues Milwaukee Chain

Charging infringement of patent rights in the sale of spurious perfumes under the Coty label, Coty, Inc., filed a suit in federal court in Milwaukee recently against the Reed Drug Co., chain store firm, asking damages of \$100,000 and a temporary injunction restraining the further sale of alleged counterfeit perfumes under the Coty label. Judge F. A. Geiger signed an order requiring the defendant company to show cause why an injunction should not be issued.

Editorials

The American Perfumer

and Essential Oil Review

Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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December, 1932

"With All Good Wishes . . ."

WE went bass fishing last Summer. When we fish for bass and get a strike, we stand up in our twelve-foot canoe to play him. That gives the bass a break and salves our conscience for catching him. We caught—but that isn't what we started to tell.

One hot day when the bass were not biting, we reeled in our line and drifted down the stream close to the bank. We gradually got into shallow water and near the shore where swam a multitude of little bass. Here we saw a bull frog fishing. You can drift quite close to a bull frog if you keep still.

Did you ever see a bull frog fish? It is an interesting performance. He sits on the shore and waits. Sometimes he doesn't have to wait long. The little bass apparently can't see him; but he can see them. When one comes a little too close, he jumps. Usually he misses. But he doesn't reel in and quit, or drift lazily downstream in his twelve-foot canoe. He goes right back on shore and waits again and jumps again.

This particular frog on this particular hot day jumped eleven times before he caught his first fish. We felt sorry for the little bass, but glad that the frog had had his dinner—or so we thought. But, instead, after a few hearty gulps and blinkings during which the little bass disappeared down his throat, he went back to his fishing. He caught three little bass before we got the lesson and paddled away to deeper water to try our own luck again. Some people learn very slowly, especially on hot, Summer afternoons when the bass are not over anxious to bite.

This is a queer editorial for Christmas and the New Year. Or is it? Maybe there are fish to be caught through the ice. You would have to break the ice first and keep the hole open. We'll bet the frog would make a stab at it.

So best wishes for Christmas and the New Year, and as Tiny Tim said, "God bless us—Every one!"

Will Wholesalers Disappear?

THE recent convention of the National Wholesale Druggists Association has brought to the attention of our industry more forcibly than ever the fact that *a steadily diminishing proportion of toilet preparations sales is being made through the medium of members of this important group.* A number of manufacturers have eliminated the wholesaler altogether and are doing business direct with the retail trade. Others report that the percentage of business going through wholesale drug channels has declined from as much as 60 per cent a comparatively few years ago to as low as 10 per cent in 1931.

If this change were due to a desire to diminish the costs of distribution or to improve service to the retailers and to the public, this drop would be readily understandable. *Unfortunately the reasons are quite different and of such a character as to reflect less credit on the wholesaler than he is perhaps entitled to have.* They may be traced to a trend in the wholesale trade possibly exaggerated in the minds of the manufacturers but none the less real on that account. The reasons do not apply to all wholesalers, but candor compels the statement that some of them apply to nearly all and others to a growing number.

Manufacturers in discussing this trend place particular emphasis upon the allegation that *a large number of wholesale druggists are carrying on an increasing traffic in toilet preparations with undesirable price cutting retailers.* A few producers, sincere in their devotion to the maintenance of retail prices have felt compelled to eliminate the entire wholesale trade on this account.

A more frequent complaint is *the tendency on the part of all wholesale druggists to cut down on the volume of stock carried and to fill requests for particular products by ordering 1/12 dozen from the manufacturers when the retailer demands goods.* Here the manufacturer inquires with reason why he should ship a retail order through the wholesaler and give an additional discount for no particular service.

Even more far reaching is the complaint that *the wholesaler no longer takes an interest in the manufacturer's line.* He pushes nothing but his own private brands, and not always these. He has degenerated into a mere order taker and billing agency performing fewer and fewer useful services to the manufacturer.

All of these complaints have some justification, although doubtless all of them are a bit exaggerated in the minds of the manufacturers of toilet prepara-

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Hoboken, N. J.

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WHITE METAL MANUFACTURING CO.
By E. S. RUMBOUGH.

tions. They are, however, leading to a situation in which the decline in wholesale business has become serious—especially to the wholesalers themselves. The wholesaler may find it difficult to correct these conditions. He has his competitive troubles as well as the manufacturer. He must make a profit or retire from business, as some drug wholesalers have done recently after long and honorable careers.

There is a distinct place for the service wholesaler in toilet preparations, but, if he is to continue he must live up to his name. He must give ADEQUATE SERVICE on stocks, credits, orders and all other points in which he used to excel. In other words, he must earn his discount. If the wholesale trade does not begin to realize this fact and correct some of the conditions of which manufacturers complain with a measure of justice, it can no longer hope to profit through toilet goods business. By SERVICE, it can LIVE; without service it must disappear.

The Legislative Situation

CONGRESS is already in session, and before the next issue of this magazine reaches its readers, no less than forty state legislatures will have begun their deliberations. This is a situation which industry must meet in every odd numbered year. It entails a careful watch upon the activities of the law makers and constant vigilance against bad bills affecting industrial progress.

In the past the toilet preparations industry has been more than a little annoyed by bills aimed directly at its products. Combating the so-called "pure cosmetic" bills have been a biennial feature of the work of the A.M.T.A. and of other organizations devoted to the interests of proprietary articles. This year, we may expect that some of these bills will be introduced (New York, for example is sure to have the Doyle Bill), and in a

few instances they may be pressed for passage vigorously.

However, there is less to fear from direct cosmetic legislation this year than there is from the "luxury tax" measures which will be quite generally proposed for revenue purposes. We are already burdened with an unjustifiable tax upon our products by the Federal government. Business has been hurt materially thereby as the reports of tax collections prove. State taxes, if superimposed upon the Federal tax, will be virtually RUINOUS. The utmost vigilance, accordingly, is necessary.

Our readers in every state are urged to communicate with us or directly with the A.M.T.A. as soon as they learn of the introduction or even the rumor of a state cosmetic tax proposal. It is almost impossible for the association to watch for possible legislation in forty states at once. Manufacturers in each state must act as the eyes and ears of the association in this matter. The industry cannot stand an increase in its already staggering load of taxation.

A New Form of an Old Game

CARDS have made their appearance in a number of drug stores and other retail outlets offering to "match" any perfume in popular demand at ridiculously low prices. This is only another form of the old game so well described by Mr. Richard Ball in a recent issue. It is trading on the good name of reputable manufacturers in the hope that the present economic conditions will induce the shopper to try to get something for nothing.

It is unnecessary to tell the perfumer that this "matching" process is a fake. He knows already that matching is difficult and expensive and only in rare cases even reasonably successful. The public may be somewhat more gullible, but even here suspicion of such goods and such methods is growing.

Legal steps are being taken to check this "racket." However, this takes time, and meanwhile damage is being done, although just how much is problematical. Manufacturers might use such influence as they possess to expose this game to the public pending its being cleaned up by court action.

Customs Decision on Adulterated Oils

THE well known "bergamot" case has finally been adjudicated by the U. S. Customs Court, and has resulted in a victory for the government contention that oils to which foreign substances have been added lose their character as oils and become "mixtures or combinations" of aromatic substances and hence dutiable at the high rate assessed in the Tariff Law on "compounds." This decision, if strictly followed by appraisers at the various ports, will be an effective weapon against adulteration of oils coming into this country. Rates of duty on "compounds" would be absolutely prohibitive if applied against essential oils.

N. A. I. D. M. Convenes in New York

PETER DOUGAN, of Merck & Co., Rahway, N. J., was elected president of the National Association of Insecticide and Disinfectant Manufacturers at the closing session of its annual meeting, held in the Hotel New Yorker, New York City, December 12 and 13. Other officers named were: C. P. McCormick, McCormick & Co., Baltimore, first vice-president; S. H. Bell, Koppers Products Co., Pittsburgh, second vice-president; John Powell, John Powell & Co., New York, treasurer; and Harry W. Cole, Baird & McGuire, Holbrook Mass., secretary.

The following were elected members of the board of directors: W. J. Andree, Sinclair Refining Co.; C. C. Baird, Baird & McGuire; J. L. Brenn, Huntington Laboratories; F. A. Hoyt, Frederick Disinfectant Co.; H. W. Hamilton, White Tar Co.; Evans E. A. Stone, William Peterman & Co.; Dr. George Reddish, Lambert



PETER DOUGAN



JOHN POWELL

Pharmaceutical Co.; S. S. Selig, The Selig Co.; R. C. White, Robert C. White Chemical Co.; and W. J. Zick, Stanco, Inc.

The two-day meeting was highly satisfactory from every point of view, a nicely rounded out program holding the interest of the members throughout. A good attendance was on hand to hear some of the outstanding men in the industry discuss subjects of pertinent interest to the manufacturers. Following the addresses, interesting discussions were conducted by discussion leaders.

An interesting feature of the meeting was a discussion on Monday afternoon, December 12, on the marketing of disinfectants and insecticides, in which six speakers presented as many different phases on the subject. Another interesting discussion followed the report of the committee on liquid soap standardization by Dr. D. J. Bachrach, of the Clifton Chemical Co., New York. At the Tuesday afternoon session, Lee Bristol, vice-president of Bristol Myers Co., New York, spoke on "Profits in Advance," an address which was well received by the audience. R. C. Edlund, manager of the Association of American Soap and Glycerine Producers told in interesting fashion the work of his organization in increasing sales of soap.

Convention activities came to an end on Tuesday evening with the annual banquet. Here an interesting program of entertainment was presented. Other social functions of the meeting included luncheons both days.

Discussion of Product Design

THE National Alliance of Art and Industry held a luncheon conference on December 12 at the Hotel White, New York, for the purpose of presenting "Product Design Case Histories." James E. Kavanagh, vice-president of the Metropolitan Life Insurance Co., acted as chairman, and discussed the important research work now being carried on by his company and its availability to all who can utilize it.

Walter Teague, one of America's successful industrial designers, Elwood Whitney, art director of the J. Walter Thompson Co., and Abbott Kimball, president of Abbott Kimball, Inc., all gave interesting talks on specific case histories.

Mr. Whitney graphically reviewed how the first sterling silver typewriter came into existence. The "Corona" typewriter manufacturers built a group of these silver machines as displays for dealers in order to dramatize the advertising and publicity of their newly designed regular machine, but the public clamored so loudly for them that it put the factory three months behind normal production to catch up with the public taste—and in these hard times at that!

Mr. Teague, in discussing the methods of approaching such design problems as the cafeteria check machine and "Stormoguide," stressed the importance of beauty, efficiency and economy as paramount in every design operation. Beauty, he said, was not something you could smear over a product at the end, but must be built in from the inception of the plan for design and meant sound construction, right line, fine proportions; and that the designer's job must begin where the job is first undertaken so that he may deal with the problems from the ground up.

Mr. Kimball remarked that while a good many people showed skepticism about beauty in hard times, actual figures showed that women were still buying toiletries in amazing volume. He cited the new Macy tissue compact package which was offered first on August 10. A window and counter display and one advertisement in the New York *Sun* were used to promote it. Twenty minutes after the *Sun* was on the newsstands 50 packages had been sold and at the end of the next day 20 gross. Friday showed a total of 4,500 gross. Macy's cotton squares package showed sales more than doubled in the last month. He then spoke of the new package for the Macy fountain pen which employs the cover as a display rest which sold 50,000 in two weeks after it had been redesigned.

Lucky Tiger Sues on Trade Mark

Lucky Tiger Mfg. Co., Kansas City, has brought suit against the Universal Laboratories of Dallas for damages of \$105,000 for alleged trade mark violation. Judge Claude M. McCallum granted an injunction restraining the Dallas company from using the name "Lucky Tiger" on any of its products.

Seeking damages against the Universal Laboratories, the Lucky Tiger Mfg. Co. alleges that the defendant has made profit of \$10,000 by unauthorized use of the name "Lucky Tiger" and seeks judgment for three times the amount of profit plus actual damages of \$50,000 and exemplary damages of \$25,000.

Carrot Seed Oil

A Little Known Product of Considerable Value in Modern Perfumery

by H. Stanley Redgrove, B.Sc., F.I.C.

IT is surprising, in view of the apparent volume of research, how relatively little is known with certainty concerning the chemistry of essential oils. Too frequently, in hunting through the literature, one finds, concerning a particular oil, the results of a solitary investigation of importance, and then . . . silence! And this in spite of the fact that the results of a single research can never be absolutely conclusive and complete.

That a knowledge of the chemical composition of the oils he handles is of real practical value to the perfumer cannot be denied. And this is true even if it is admitted, as I think must be the case, that many, if not all, essential oils possess olfactory possibilities over and above those revealed by chemical analysis. With reference to the particular oil which has given rise to these thoughts on my part, namely carrot seed oil—the essential oil of the fruits of *Daucus Carota* L.—so far the results of chemical analysis seem quite inadequate to explain its peculiar odorous properties.

The one research of outstanding importance is that of Richter, the results of which were published so long ago as 1909.¹ The oil he examined was that obtained from wild plants. The point is important, since cultivation frequently exercises an influence on the essential oils of plants.

The oil was found to contain alpha-pinene (shown later by Deussen² to be *d*-alpha-pinene) and *l*-limonene (14 per cent), free palmitic acid (0.8 per cent), free butyric (probably iso-) acid (0.04 per cent), acetic acid, and, probably, formic esters (7.9 per cent), and, most interesting of all, a crystalline substance, "daucol," which was isolated by the xanthogenic method from the high boiling fraction of the oil.

Aldehydes were thought to be present, but were not identified. A large proportion of the oil was found to consist of sesquiterpenes, concerning the constitution of which nothing seems to be known.

Pure daucol is stated to form glistening needles, melting at 115.6° C. Analysis indicated its formula to be $C_{20}H_{32}O$, and by means of acetylation, it was shown to be a mono-hydric alcohol. The function of the second oxygen atom remained obscure.

More recently, essential oils from the fruits and stems of *Daucus Carota* grown in Japan have been examined by

Asahina and Tsukamoto.³ They failed to identify daucol amongst the constituents, but found present a monohydric alcohol, "carotol"—differing from daucol by the absence of one oxygen atom. This interesting divergence may conceivably be due to an analytical error in one or other of the investigations, or it may indicate one of the effects of climate on the composition of the oil.

Some few years ago, an oil described as that of *Daucus Gingidium* was claimed to have a finer odor than that of the oil of *Daucus Carota*.⁴ From inquiries which I have made in France, I believe that this oil is no longer an article of commerce.

In a well-known work, daucol is referred to as the odorous constituent of both essential oils. Its discoverer, however, describes pure daucol as being both odorless and tasteless. It may, however, very well serve to fix the odors of other constituents and to give the oil the tenacity of odor which is one of its characteristics.

Odor of the Oil

French carrot seed oil—I refer to the present-day commercial article—is a yellowish liquid, readily soluble in spirit and having a very characteristic, distinctly spicy and somewhat fatty odor. I hesitate to describe the odor as "pleasant." I think most folk would be inclined to label it "unpleasant"; but to the trained nose of the perfumer, it reveals many pleasant possibilities. In addition to its spiciness, there is a strong suggestion of orris (particularly the earthy note), and a less marked one of patchouli. The statement of



these two kinships in the scale of odors is sufficient to indicate how important carrot seed oil may prove in skilled hands and indicates broadly the lines along which it may be usefully employed.

Commercial oils differ somewhat in quality. Oils obtained from leaves and fruits are not identical with those drawn from fruits only.

The typical odor of the oil manifests itself quite clearly even in high states of dilution. Since, therefore, the odor of carrot seed oil is never required as the dominating one, the oil should only be employed in small quantities, frequently, indeed, in minute traces.

The orris note is enhanced by compounding the oil with cedar wood oil. Methyl-ionone may be also employed. Quite a passable imitation of orris is obtainable in this manner; but it is not as a substitute for other oils, but rather as a means for obtaining novel effects, nuances of odor in compositions which, although "like" well-known perfumes, are nevertheless subtly different therefrom, that the oil is of chief interest.

Uses of the Oil

The kinship with patchouli indicates the possibility of using carrot seed oil in traces in chypre, a type of perfume very popular at the moment, and in various fancy compositions, such as "poppy," etc. The odor of the oil has been likened to that of carvacryl acetate, and this indicates its suitability for use (but only in traces) in perfumes of the sweet pea and fougère types. Traces may also be employed in compounding eaux de Cologne for the sake of novelty of effect.

By virtue of its spicy character, oil of carrot seed blends well with iso-eugenol, whose odor it serves very effectively to sweeten. As a constituent of carnation perfumes, it is, therefore, distinctly useful. But here again, moderation is called for. If too much carrot seed oil is added, the character of the odor is completely changed and the perfume, in consequence, spoiled.

Carrot seed oil cannot be spoken of as very well known and widely employed in England, and I am informed that, in the United States also, the demand for it is relatively small. These facts in no way constitute a criticism of its utility. They are rather evidence of conservatism in an industry where conservatism is fatal. There is no doubt that both British and American perfumers lag behind those of France. French perfumers undoubtedly possess the advantage of centuries of experience—the country, too, has unique natural resources. But, above all that counts, is their fearlessness of originality. I commend carrot seed oil to those who would follow in their footsteps and, perchance, overtake them.

¹ *Arch. der Pharm.*, vol. 247 (1909), pp. 391-413.

² *Berichte*, vol. 43 (1910), pp. 523-4.

³ *J. Pharm. Soc. Japan*, No. 525 (1925), pp. 961-9.

⁴ See "Fiche Technique," supplement to *Parf. mod.* for Nov., 1923 (No. 11, vol. 16).

Indispensable Asset

Edward A. Sport

I wish to take this opportunity to state that I consider your perfume journal an indispensable asset in the conduct of my business.

Customs Court Holds Adulterated Oils Are Compounds

THE United States Customs Court, in a decision handed down November 16, has upheld the assessment of duty on bergamot oil shown to contain 11 per cent of ethyl laurate as a mixture or combination of aromatic substances subject to duty at 40 cents per pound and 50 per cent ad valorem under the Tariff Act of 1922.

Merchandise in question was imported at Port of New York and invoiced as 1,250 pounds bergamot oil. It was classified by the appraiser to be a mixture of aromatic substances, dutiable at 40 cents per pound and 50 per cent ad valorem. Protest was filed by the importer, and the matter finally reached the United States Customs Court for decision. It was shown by competent evidence that the importation contained in addition to bergamot oil about 11 per cent commercial ethyl laurate and probably a considerable amount of added bergamot oil terpenes. Evidence was also brought forward by the government to show that bergamot oil does not contain ethyl laurate as a normal or natural ingredient or constituent. The court accordingly held that the oil was in fact a mixture of aromatic substances and not oil of bergamot.

Judge Brown filed a brief dissenting opinion in which he stated that he considered the product to be bergamot oil because he believed the proviso in the paragraph of the Tariff Act relating to bergamot oil concerning its being "mixed or compounded" relates only to alcohol, although there is no such statement in the law itself.

This is an especially important case from the standpoint of the essential oil industry, since it upholds the right of the appraiser to classify imported essential oils to which other substances have been added as mixtures or compounds, which makes them dutiable at an almost prohibitive rate.

Plan Detroit Association

Plans are under way for a dinner meeting in Detroit early in January at which representatives of the many prominent drug and toilet preparations companies in that territory will discuss the possibility of forming a local association devoted to the interests of these industries. Considerable preliminary work has already been done, and it is hoped that the new association will be in operation early in the New Year. Companies interested in such an association should communicate with Maison G. de Navarre at 12206 Mendota avenue, Detroit, who heads an informal committee or organization.

Chemical Salesmen Plan Xmas Party

Advance reservations indicate an unusually large attendance for the annual Christmas party of the Salesmen's Association of the American Chemical Industry which this year will be held on December 29 at the Park Central hotel, New York. Dinner will be served at 6.15 P.M., after which the entertainment will be presented. This will be featured by the appearance of one of the city's leading dancers. Refreshments will follow. L. E. Swenson is chairman of the committee in charge.

Absorption Bases

*Types of Newer Cream Bases and Their
Uses Are Discussed by*

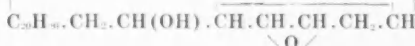
Maison G. de Navarre, B.S., Ph.C.

IN a systematic discussion of absorption bases, it is difficult to differentiate between the two different types of products offered on the market today. For instance synthetic waxes, though not absorption bases in the strictest sense of the word, sometimes behave as such. Some, however, only add to the consistency of the cream rather than absorb water. On the other hand, oxycholesterin bases are strictly lyophilic colloidal bases and capable of absorbing up to five times their own weight of water or aqua-soluble ingredients. Just as there are several types of synthetic waxes, so there are several types of oxycholesterin bases. Most of them are designed to melt at about 40° C. These are preferable to any melting higher. By virtue of their novelty, both types of bases deserve a brief consideration as to history, technology and usefulness.



methods of isolating suitable bases at a low cost. As a result, there are now on the market a score or more of such bases, each made according to a special patented process with some unique feature aside from its value as an absorption base.

The chemistry of oxycholesterin as well as that of other sterols, is very much debated. Nevertheless its presence has been proven in the spleen and adrenals and is suspected in other organs of the body; sometimes it occurs in the free state and at other times is found combined with various fatty acids. The following formula is suggested by one chemist:

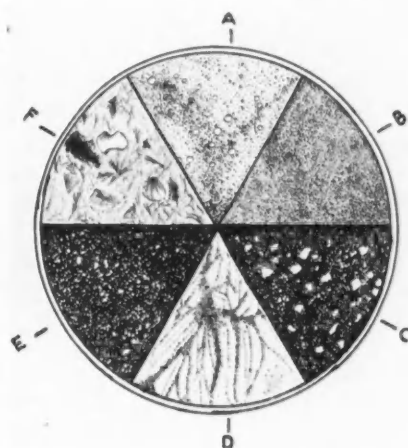


What Is an Oxycholesterin Base?

The history of absorption bases goes back to many years before the introduction of lanolin in 1885. Since that time especially, chemists have striven to find the inevitable "something better". In 1912, Unna reported the isolation of the water absorbing portion of lanolin and called it a mixture of iso- and oxycholesterins. Lifschütz succeeded in separating the active ingredients about this time, designing a method of manufacturing the same. As a result "Eucerin," a high melting wax, capable of absorbing up to 200% of water appeared on the market. Its high melting point made it imperative that a new formula be devised to hold the active ingredients in solution and to melt at a lower temperature. Roemer suggested that petroleum jelly be used in place of the hard paraffin previously employed. Soon afterwards the new "Eucerin" in a soft melting base appeared, and proved to be very popular among all manufacturers here and abroad.

During the Great War period, American manufacturers were confronted with the problem of finding a substitute for both lanolin and "Eucerin." However, this need—just as many other needs of this period—was supplied from local sources by several manufacturers, who spent much time and money to devise

Oxycholesterin in addition to being found in lanolin, has been prepared by heating cholesterol in air at about 200° C, for several hours. The usual source is lanolin, oxycholesterin being extracted by various adsorbing, centrifuging, solvent and chemical processes. Many of these processes are of German origin.



MICROGRAPH (X 250) OF PRODUCTS

A. Oxycholesterin base and water (80%). B. Oxycholesterin base cream with no wax, made in vacuum. C. Same with 10% beeswax, not made in vacuum, observed in darkfield. D. Lecithin myelin forms in 10% dextrose solution. Note protoplasmic like structure. E. Same as C, but with 5% beeswax, darkfield. F. A very high priced popular cleansing cream. Note large crystals of high melting waxes.

What Are Synthetic Waxes?

Synthetic waxes date back to the first isolation of a pure glyceride as well as mixing two different waxes in the process of making a cream. Most synthetic waxes are either mono-, di-, or triglycerides, or, mono- or diglycerols of higher fatty acids; many, however, are merely mixtures of various natural waxes and chemicals such as the following: "Spermacetti, cetyl alcohol and neutral stearates, when melted together, give waxes that produce stable emulsions with water." Montan wax, when treated with polyhydric alcohols at temperatures of 100-200°C, gives wax like substances. This and many other patented

methods are used in manufacturing synthetic waxes for cosmetic creams.

Uses of These Waxes

Compounds such as glyceryl monostearate, glycol stearate, glyceryl tristearate and glycol myristyl stear-

ate are representative of the synthetic waxes. Glyceryl monostearate is probably the most important because of its purity and general usefulness. Glycol stearate and the others follow closely behind. Glyceryl monostearate when melted and poured into water at 70°C forms permanent emulsions into which it is possible to incorporate additional ingredients such as titanium white, mineral oil, lanolin and others. It can replace stearic acid in the manufacture of vanishing cream, or act as a stabilizer in its production. It is of real utility in greaseless creams or those of a moderate fatty nature.

Technology

Oxycholesterin bases depend on their special lyophile nature for their absorption properties, whereas synthetic waxes depend on either a free hydroxyl group in the molecule or a special mixture of waxes to produce stable emulsions. However, though a base may have either of these requisite properties, certain other physical and chemical requirements must be met. Available data on the subject as well as the author's experiments seem to reveal that genuine skin absorption can be brought about in several ways:

1. Ingredients with low melting points.
2. Inclusion of certain organic products such as cholesterol, lecithin, nucleic acid, enzymes, etc.
3. Exclusion of high melting waxes.
4. Short chain aliphatic saturated esters, C_{14} and below.

From the above points it is readily seen that ordinary synthetic waxes would be of little or no value as skin foods, or skin food ingredients; resulting in the usual deposit of waxy substances at the point of absorption. And so without further detail, such waxes can be forgotten as skin foods or ingredients of the same.

(NOTE:—The author throughout his article goes on the assumption that substances applied to the skin can actually *nourish* the tissues. On this point authorities are in wide disagreement.

—Editor.

Aside from absorbing large quantities of water in the formulation of skin creams, oxycholesterin bases are of exceptional value as nutritives by virtue of their sterol content. This quality is most apparent after application to the skin, making it of particular interest in treating unusual conditions. Sterol activity depends on configuration, unsaturation and mutual solubility or adsorbability in tissue components. Pure sterols are believed to be most active in the basal layers of the skin, whereas their esters are present in the outermost cells. Sterols buffer the action of phospholipoids such as lecithin and cephalin, and ought to be included along with the latter in skin creams.

For routine manipulation, not more than 65% aqueous liquid ought to be incorporated in oxycholesterin bases, although 80% is attainable with many such bases. Creams containing this amount are apt to separate on standing under adverse conditions. In experiments running over a period of time, the author was able to incorporate biological and pharmaceutical substances into skin creams using the above mentioned bases. Pharmaceutical houses are a potential market for oxycholesterin bases of real utility and low melting point. This has been forgotten by many producers.

Another recent series of observations disclosed that

fineness of particles is very essential to absorption. Particles of colloidal dimensions are of the greatest value, because according to latest theory they usually carry an electric charge that tends not only to keep them from coalescing, but to increase their ability to penetrate and adsorb. The essential role played by oxycholesterin bases in bringing about this fine division of particles is not only of interest in laboratory experiments, but is a matter of utmost importance to all manufacturers of "skin foods". The latter must supply the public with something of actual merit as well as of pleasing odor. Of no less concern is the choice of a low melting base to insure complete absorption at the point of application, requiring the exercise of careful selection to distinguish between the loose statements of high absorption qualities and the data that establish such claims.

In addition to the more or less elementary facts just discussed, certain more technical considerations come up for attention. For instance, the effect of surface tension on the rate of penetration and absorption. The author has stressed this point many times before. Additional investigations have added evidence to the support of his belief that penetration is proportional to the ability to lower surface tension and that the product's effectiveness and usefulness in the cell is dependent on the size and kind of particles at the point of absorption. If the usefulness of this statement is conceded, it is necessary to look further than the surface tension of the finished cream, and we must inquire into both its relationship to the tissue cells and the method of bringing it about. For it is not only the surface tension of the ingredients or a mixture of them in some special solvent that counts, but the surface tension at the cell wall during the time of utilization, after being carried through the various intercellular spaces to the affected area. If a cream is to be of any value here, it must possess the properties in question. Oxycholesterin bases by virtue of their sterol content and especially along with lecithin, seem to have the ability of fulfilling these requirements.

Suggestions

The wide range of utility of both oxycholesterin and synthetic waxy bases, is very apparent. Satisfactory creams can be worked out containing either product as a base along with certain other ingredients. Experiments have shown that good "skin foods" of fair penetrability can be made with oxycholesterin base, orange flower water, vegetable oil and perhaps glycerine. Adding beeswax makes a firmer cream, but the beeswax content should not exceed 5%. (The reason is best shown in the accompanying drawing [Page 537]). Spermacetti is objectionable because of its odor. The small quantity of beeswax mentioned blends not only with the cream but with acacia, dianthus, arbutus and many other odors. Excellent semi-solid creams can be made without beeswax, and as the drawings show, the particles are of great fineness. It is not necessary to use borax to emulsify oxycholesterin creams. Oxycholesterin bases are best used alone. Some are even injured when borax is added. Manipulation is best in the cold or at the melting point of the base. All other ingredients should be at the same temperature as the base. Lecithin can be added to the extent of 2.5% along with

.5% of cholesterol. Various other chemicals and ingredients are miscible. An iodine ointment after 18 years showed the loss of about a half of one per cent (0.5%) of iodine in a base of oxycholesterin.

When using synthetic waxy bases, only pure distilled water should be used. Many recommend the exclusion of electrolytes, because of the incompatibility of either anions or cations with the waxy bases. Perfumes should be chosen with great care, avoiding the use of terpineol, eugenol, vanillin or coumarin. In experiments conducted by the author with these perfume materials and glyceryl monostearate base, all creams made with any of these aromatic ingredients turned a dark brown after momentary exposure to the air or upon standing for a short time. Manufacturers of synthetic waxes usually supply the necessary instructions and suggest possible methods of manipulation for their own particular product.

Summary

1. It has been shown that either oxycholesterin bases or synthetic waxes are useful in the formation of cosmetic creams.
2. The nature and history of both types of bases have been discussed.
3. Four necessities to skin absorption have been noted.
4. The importance of certain technical information has been stressed.
5. Suggestions have been offered in the use of both types of bases.

Conclusion

With the advent of the newer science of cosmetics, the choice of ingredients, especially for therapeutically active creams, assumes a different aspect. It may be further said that there are few if any bases today that fulfill the general needs more completely than oxycholesterin bases, which are at the same time absorbents for water and nutritives to the skin. Synthetic waxes are of interest in creams of moderate fat or greaseless nature only. Each type of base within its sphere of usefulness is a great adjunct to any formula. Neither can replace the other. Both are progressive steps in the manufacture of cosmetic creams.

Before a definite conclusion can be reached regarding the drawbacks or merits of either type of base, many more experiments will have to be conducted. Present conclusions are based on work done up to this time. It is not only possible, but highly probable that subsequent investigations will replace the above statements with new conclusions that will in turn bow to future findings. It is hoped that others will find this subject of enough interest to carry on additional experiments to further the usefulness of external applications by surface applications, using either an oxycholesterin or a synthetic wax base. But whatever the details may be, their actual worth will be based on their chemical nature, as well as the cytology and histology of the epidermis. When the chemistry and physiology of this organ are of a less debatable nature, then—and then only—can predictions and conclusions of a more or less permanent nature be arrived at.

Coming Conventions

Associated Chain Drug Stores, on board ship to Havana, first week in February, 1933.

Druggists Supply Corp., New York City, Feb. 13 to 17, 1933.

Packaging Exposition, Pennsylvania hotel, New York, March 7 to 10, 1933.

Annual Drug Trade Dinner, New York City, March 16, 1933.

International Beauty Shop Owners, Hotel Pennsylvania, New York City, March 20 to 23, 1933.

American Chemical Society, Washington, D. C., week of March 26, 1933.

Mid-West Trade Show, Hotel Sherman, Chicago, April 3 to 5, 1933.

Associated Manufacturers of Toilet Articles, New York City, week of April 24, 1933.

American Drug Manufacturers Association, The Homestead, Hot Springs, Va., week of May 8, 1933.

The Proprietary Association, New York City, May 16 and 17, 1933.

National Paper Box Manufacturers Association, Congress hotel, Chicago, June, 1933.

Insecticide and Disinfectant Manufacturers' Association, Edgewater Beach hotel, Chicago, June 5 to 7, 1933.

American Cosmeticians Association, August 21 to 24, 1933.

Exposition of Chemical Industries, Grand Central Palace, New York City, Dec. 5 to 10, 1933.

Decision on Imported Perfumery

In a decision handed down recently by the United States Customs Court in the case of Veolay, Inc., vs. United States, the court upheld the findings of the trial court which had held that a French tax on perfumery imported by Veolay, Inc., should be included in the foreign market value of the merchandise on which basis the tariff was computed. The plaintiff asked a reappraisal on the ground that the foreign tax should not be included in the price of the goods on which the duty is determined. The court held that "where the evidence establishes that the amount of the tax is charged to and must be paid by the wholesale purchaser in order to obtain delivery of his merchandise, the tax is properly included in the foreign market value of the merchandise as defined by section 402 (b) of the Tariff Act of 1922. There was one dissenting opinion in the decision of the three judges.

New England Hairdressers to Meet

The thirteenth annual style show-exhibit of the Ladies Hairdressers Association of New England will take place at the Copley Plaza hotel, Boston, January 30, 31 and February 1. Bert W. Frankel, a director of the association, is general chairman; Miss May K. Kehoe, president, is chairman of the booth committee; Andre Behns, of the Wilfred Academy, treasurer of the association, is chairman of the style show and educational program, and Eva M. Behie, vice-president, heads the program committee. A new German permanent waving machine will be shown at the exhibit, and experts from various cities will demonstrate new modes of hair dressing.

Soapmakers Re-elect Deupree

THE Association of American Soap and Glycerine Producers held its annual meeting in New York December 14 under the chairmanship of its president, R. R. Deupree, president of Procter & Gamble Co. The meeting was limited to members of the group only, and consisted of an executive session during which the problems of the industry and of the association were discussed and complete reports of the work of the various groups into which the association is divided were heard. Roscoe C. Edlund, general manager of the association, presented his annual report.

The meeting closed with the election of officers, and Mr. Deupree was chosen as president for another term.



R. R. DEUPREE



R. C. EDLUND

Charles S. Pearce, chairman of the board of Colgate-Palmolive-Peet Co., was elected vice-president; Dr. J. S. Goldbaum, of Fels & Co., was elected secretary and treasurer, and Nils S. Dahl, of John T. Stanley Co., was named assistant treasurer. The following were chosen to serve with the officers as directors of the association: F. A. Countway, Lever Bros. Co.; George A. Eastwood, Armour & Co.; R. M. Johnston, Swift & Co.; and F. H. Merrill, Los Angeles Soap Co.

Duty Varies on Clove and Guaiacol Vanillin

The United States Customs Court recently handed down a decision favorable to George William Rueff, Inc., (Thompson-Hayward Chemical Co.), which appealed for reappraisal of vanillin imported into the port of New Orleans, La. The merchandise had been appraised on the assumption that it was made from a coal tar product, but the importer claimed it was made from cloves. In his opinion Judge McClelland said, in part:

"It appears from the undisputed testimony offered on the hearing of the appeals that there are two kinds of vanillin, one made from oil of cloves and the other from a product of coal tar. That which is involved in these appeals was appraised on the assumption that it was made from a coal tar product.

"I am satisfied from the evidence that the vanillin in issue was made from cloves, and, the merchandise being appraised on the theory that it was made from coal tar and therefore competitive with a domestic article, I find that it is not so competitive and therefore was appraised on the wrong theory."

Organic Chemical Makers Re-elect Merz

AUGUST MERZ, of the Calco Chemical Co., Bound Brook, N. J., was re-elected president of the Synthetic Organic Chemical Manufacturers Association at its annual meeting, held December 15 in the Chemists Club, New York City. The meeting was the usual closed session, and was featured by a talk by Mr. Merz, the report of the secretary, C. A. Mace, who also was re-elected to office, and the annual election of officers.

The other officers named to serve during the coming year were:

First vice-president, Dr. E. H. Kilheffer, of E. I. du Pont de Nemours & Co., Wilmington, Del.; second vice-president, Dr. F. G. Zinsser, of Zinsser & Co., Hastings-



AUGUST MERZ



DR. E. H. KILHEFFER

on-Hudson, N. Y.; and treasurer, Ralph E. Dorland, of Dow Chemical Co., New York (re-elected). The following were elected to the board of governors: E. A. Barnett, of John Campbell & Co., New York; G. Lee Camp, of Monsanto Chemical Works, St. Louis; and A. L. van Ameringen, of van Ameringen-Haebler, Inc., New York.

Wolf Trophy Competition Announced

The American Management Association, New York, has arranged for the annual packaging competition for the Irwin D. Wolf trophy. This will be awarded at a public exhibition of packages in the Art Center Galleries, New York City, which will open on February 20. A jury of award will select the winning package and honorary group awards, and the results will be made public at the opening of this exhibition.

Packages to be eligible for this competition must have been developed and placed on the market between January 1, 1932, and February 15, 1933. The receiving dates are from February 1 to February 10, 1933, and entries should be addressed to Alon Bement, Director, National Alliance of Art and Industry, 65 East 56th street, New York.

The Boomerang

You are exactly what you think others are. If people generally look to you unfair, unwholesome and unwise, you are a crook, you are unclean and you are a fool. Put that in your pipe and smoke it.—*The Silent Partner.*

Rancidity in Toilet Soaps

*Conclusion of Article on Causes
of this Condition by
Dr. Fred. Winter, Vienna*

WHEN soap is continuously exposed for many hours to the action of the sun's rays it becomes rancid quickly, no matter how carefully it might have been manufactured. The same effect is obtained with ultra-violet rays from the quartz lamp, for their destructive action is just like that of the sun's rays. It follows from this fact that prolonged exposure of the soap to quartz lamp rays is equivalent to a destruction. It is therefore highly regrettable that certain chemists recommend such a procedure and have been so bold as to require the exposure of perfumed soap to the intense rays of the quartz lamp for thirteen hours or more consecutively. This is supposed to constitute a satisfactory test of the stability of the soap and of the perfume.

No soap can stand up against such violent treatment and will quickly become rancid, and there is no delicate perfume that can resist such a senseless treatment, which must positively destroy the soap.

Sudden Cooling of Soap Paste

As far as the sudden cooling of the soap paste is concerned, it may be stated that it is almost certain that such procedure will cause rancidity of soap very frequently. This may perhaps be explained as due to the sudden interruption of the last stages of saponification. This phenomenon takes place gradually under normal conditions while the soap is being slowly cooled in the frames. However, there is much disagreement on this subject. We may affirm that many authors subscribe to our theory that there is always imminent danger in sudden cooling of soap.

Furthermore, we may mention bacterial action as a possible cause of the rancidity of soap. This remains to be proven.

Chemistry of Rancidity

As far as the general chemistry of rancidity of soap is concerned, we have seen in the foregoing that this phenomenon is caused by the liberation of fatty acids and that, in the majority of cases, the hydrolysis of the alkali salt, which is soap, will result in rancidity, as long as the possibility of acidulation is not conceded, which would liberate the fatty acid with the simultaneous formation of an alkali salt of the acid, that is responsible for acidulation.

The Question of Acidulation

Now as for the possibility of acidulation of the soap. Practically speaking, this arises from a variety of

NOTE.—The first installment of this article appeared in the November, 1932, issue.

normal circumstances. For it should be remembered distinctly that the decomposition of the alkali salt of fatty acids would require the fortuitous intervention in the soap of strong acids, such as hydrochloric acid, sulphuric acid, nitric acid, etc. It is clear that such a special case does not merit consideration. On the other hand, the possibility of acidulation of the soap by means of weak acids, such as salicylic acid, benzoic acid, cinnamic acid and the like, which may be introduced into the curd soap when it is perfumed with aromatic balsams containing these acids, or which are formed by the saponification of the corresponding esters which act as perfumes—such acidulation has likewise not been sufficiently well proven to deserve any serious consideration.

We must emphasize this fact and also that the soap can tolerate a very large quantity of benzoic acid, cinnamic acid or salicylic acid without decomposing in the least. And such decomposition will take place with even less certainty in the absence of an excess of water, because the hydrolytic action in the presence of large quantities of water will facilitate the decomposition of the soap by these weak acids. This takes place easily in soap solutions, in soap creams and the like. On the other hand, the stability of the esters which are commonly used as aromatic substances in perfuming neutral soap has been tested and found satisfactory.

Perfume Esters Not Responsible

The latter argument may also be cited in favor of the use of aromatic acetates and to remove any apprehension that the acidulation of the soap paste is possible due to the decomposition of the acetates into free acetic acid. This is, of course, a strong acid and would well be able to cause the acidulation of the soap and the liberation of fatty acids. We must emphasize this fact still more strongly, because the idea of possible acidulation brought about by the decomposition of esters, which are used as aromatic substances in perfuming soaps, has always haunted the chemist, just as much as the fear of acidulation brought about by aromatic balsams, which contain large amounts of benzoic acid or cinnamic acid. Special reference is had here to such balsams as benzoin, tolu balsam, storax and the like.

This matter is also of prime importance, because this fear, although imaginary, has given rise to particularly ridiculous theoretical aberrations. In fact some have been bold enough to say definitely that benzoin, tolu balsam, storax and the like must not be

(Continued on Page 569)



TRADE NOTES



Huff Named P & G Sales Manager

Clarence J. Huff, for several years manager of the case goods sales division of Procter & Gamble Co., Cincinnati, has been appointed general sales manager, according to recent word from the company. He succeeds the late Stockton Buzby whose death was reported in these pages last month.

Mr. Huff has been associated with the company for many years. He joined the organization as a clerk more than 38 years ago, becoming identified with the sales department in 1896. He spent several years in the field as a salesman and later as territory manager, and then was promoted to an executive position in the main office. He was advanced to the sales managership of the case goods division in 1927, which position he held at the time of his present appointment. The valuable experience he has gained during his long association with the company equips Mr. Huff admirably for his new duties as general sales manager.



CLARENCE J. HUFF

Miss Mabel Ogilvie Here

Miss Mabel Ogilvie, manager of the Paris salon of Ogilvie Sisters, Inc., is planning to spend the Christmas holidays with her sisters in this country. Miss Ogilvie expects to spend a few days in London before sailing for New York where she will arrive shortly before Christmas. The length of her stay here is indefinite.

Athenia in New Quarters

The Athenia Manufacturing Co., makers of cosmetics, is occupying larger and more conveniently located quarters at 31 East Thirty-first street, New York. The company formerly was located at 151 East 126th street, that city.

Congratulating Dr. and Mrs. Wimmer

Prof. Curt P. Wimmer of the College of Pharmacy, Columbia University, and Mrs. Wimmer received congratulations from their wide circle of friends December 7 which was the occasion of the twenty-fifth anniversary of their wedding.

Armand Opens Sales Schools

A series of schools for drug store salesmen is being held throughout the larger towns of Iowa by Armand, Ltd., Des Moines, Ia. Under the direction of A. J. Luther, of Chicago, the salesmen attending these meetings are given instruction on the treatment qualities of the products of the Armand line, so that the men selling these products have a knowledge of the products beyond the uses of only the cleansing creams and powder.

On the third day after the first session of instruction, the "students" return and are given a chance to test how much they have retained of their lessons and ask further questions. The school is held in a morning and afternoon session to take care of the various shifts. The meetings are usually held at the leading hotel of the city, and the salesmen are offered no inducement to come other than the opportunity to get the additional training offered them without cost.

The first week's meetings at Des Moines, Ottumwa and Cedar Rapids showed a response from more than 400 drug clerks. Harry Anderson, of Armand, is in charge of the meetings.

Extract Houses at Bakers' Exhibition

Among the concerns that exhibited at the recent convention of the New England Bakers' Association, held at the Hotel Statler, Boston, were the Joseph Burnett Co., and the Baker Extract Co. A more subtle use of flavoring extracts was stressed by Malcolm Cavenagh, of General Mills, Inc., who talked on "Production Problems in Cakes," during the convention. He declared that 60 per cent of the cake market is still untouched, and recommended a more skillful use of flavoring as a means of gaining housewives who still make their own cakes. The increasing popularity of black walnut flavoring in New England was referred to.

Puritan Cooperating with University

Located directly across the street from Drake University, Des Moines, Ia., the Puritan Laboratories, manufacturers of flavoring extracts, take advantage of the facilities offered by their close association to the university. Prof. C. N. Kinney, head of the department of Chemistry at Drake, is in charge of the laboratories of that company, and makes the final decisions on the formulas. Inasmuch as the products are marketed through agents canvassing from house to house, some of the students act in this capacity for part time work. The Puritan Laboratories were organized last June with F. K. Middleton as president.

Moller Vivaudou Vice-President

Complete reorganization of V. Vivaudou, Inc., Long Island City, N. Y., and important changes in the company's sales policy have just been announced to the trade by its executives. Henry J. Moller, for many years sales manager of V. Vivaudou, Inc., has been named vice-president as well as sales manager in the reorganized company.

"Under the able direction of Mr. Moller, who enjoys the complete confidence of the trade, the entire sales policy of our company is going through important changes which will be of a benefit and assistance to retailers," explained Samuel L. Antonow, president. "We are now mapping out a merchandising, publicity and advertising campaign designed to stimulate consumer demand and help retailers in the movement of merchandise and in bringing more profit. The three lines—V. Vivaudou, Parfumerie Melba and Djer Kiss—will be distributed by our company, which has facilities that are ideal for dealers throughout the United States. Warehouses are maintained in New York, Chicago and Los Angeles, with laboratories and warehouses in Paris and Toronto."

Mr. Moller has been intimately connected with sales promotion of perfumes and cosmetics for more than 20 years and is well known to the trade. His career was started in 1906, and for 15 years he was in the Eastern sales and export department of Andrew Jergens Co., Cincinnati. In 1921 he entered the retail drug business in Philadelphia, maintaining two successful stores. In 1924, he sold his interest in the drug business and entered the sales department of Alfred H. Smith Co., importers of Djer Kiss. When this company was merged with V. Vivaudou, Inc., he was transferred to that division and traveled through the Eastern, Southern, and Middle-Western states. In this connection, he made an outstanding record in general sales promotion, and in recognition of his work was promoted to general sales manager of Melba, Djer Kiss and Vivaudou, and now to vice-president and sales manager of V. Vivaudou, Inc.



HENRY J. MOLLER

Courage for Selective Selling

In a recent issue of *Printers' Ink*, B. C. Larrabee points out in an interesting article the dangers of indiscriminate search for volume and the encouragement of uneconomic wholesale outlets. He shows very forcefully that the search for volume has encouraged the poorly equipped wholesaler who gives no service and sells on price only to establish himself in business with the inevitable result of failure, bankrupt stocks and a break in the price structure. Mr. Larrabee believes that the right to select customers should be followed by the courage to select responsible outlets and refuse the irresponsible.

Mrs. Harrison Organizes Company

Mrs. Sonia Harrison, wife of Maurice Harrison, president of the Boston Drug & Chemical Co. and the New England Seidlitz Powder Co., has purchased the machinery and equipment of a cosmetic manufacturing company and has organized the Sonia Harrison Cosmetics Laboratory with plant and offices at 45 Williams street, Everett, Mass. Mrs. Harrison was formerly associated with her husband in the other enterprises and has had long experience in the manufacture and merchandising of drugs and toilet goods. She is a pharmaceutical chemist.

Mr. and Mrs. Harrison came here from Russia ten years ago and organized the two companies mentioned above, both of which have met with considerable success. Mr. Harrison was a visitor in New York during the first week in December, calling on makers of raw materials, packages and supplies and arranging for an immediate start in the production of the Sonia Harrison toilet preparations. The company will manufacture mouth washes, shampoos and creams at the outset and will add other items to the line as rapidly as conditions warrant. Mr. Harrison is confident that there will be a considerable upturn in business during 1933, and he and Mrs. Harrison are now developing plans for capitalizing this anticipated expansion.

American Products Expansion Program

The American Products Co. and its subsidiary, the Zanol Products Co., are carrying on their campaign of expansion which has led to the establishment of distributing depots in a number of the larger cities of the country. These depots carry considerable stocks of Zanol products and make them available to dealers or agents of the company without the necessity of shipment of small quantities from the principal offices in Cincinnati.

Since the restyling of the Zanol packages, we are advised by Albert Mills, president, that the company has been making very rapid progress and has experienced a healthy increase in business. The results for the last fiscal year ending September 30 have been materially better than for the similar period ending September 30, 1931.

Mr. Mills says that "within the past six months there is great evidence of a return by the public to larger purchasing of toilet preparations, perfume, soap, etc. Even in the last few months it has shown an increase, and we believe while the purchasing power of the people is no greater today—in fact, it is less—they are gradually buying more and more of these so-called luxury items."

The company has not changed its policy of selling its products through its subsidiary, the Zanol Products Co., and is using exclusively the direct-to-the-consumer method of distribution.



ALBERT MILLS

Death of Frank J. Lynch

Frank J. Lynch, formerly president of the Sun Tube Corp., Hillside, N. J., was killed at Springfield, Mass., December 4, when his airplane crashed against the steel and brick wall of a hanger just after he had taken off on a test flight. Mr. Lynch was piloting the plane which had been especially built for a proposed round-the-world flight with Mrs. Lynch. This project, however, had lately been abandoned.

Mr. Lynch was born forty-three years ago at Waterbury, Conn. Educated as a mechanical engineer, he entered the employ of the Waterbury-Farrell Foundry and Machine Co., of Waterbury. Shortly thereafter he became connected with the collapsible tube business. In 1925 he founded the Sun Tube Corp., of which he was president and general manager until February, 1931. A genius along mechanical lines and especially as a designer of machinery, he was noted in the industry for the many improvements which he introduced in the manufacture of collapsible tubes.

During the war he served with the 313 Pursuit Squadron, with the rank of lieutenant, and also as a flying instructor. He maintained an active interest in aviation, and after the war was one of the first motion picture flyers employed by Famous Players. For several years he was a member, and during the last two years chairman of the Entertainment Committee of the Associated Manufacturers of Toilet Articles. His genial personality and painstaking

management made him a host of friends in that organization. Throughout his career in the industry not only his splendid abilities but his constant helpful friendliness won him an enviable reputation.

Mr. Lynch leaves a widow, the former Josephine McKee, of Boston; two children; his parents, Mr. and Mrs. John H. Lynch, of Waterbury; three brothers, George H. and Edward Lynch, both of Waterbury, and William Lynch, of East Orange, N. J.; and three sisters, Mrs. Albert W. Hummel and Alice Lynch, of Waterbury, and Mrs. W. J. Donnelly, of Hartford.

Funeral services were held at Waterbury, Conn., December 7, and were attended by a large delegation of his friends and associates in the trade. Numerous handsome floral offerings were also sent, among them one from the Associated Manufacturers of Toilet Articles, in whose interest he had always been so active.

Interment was at Calvary Cemetery, Waterbury. A squadron of National Guard fliers, commanded by Lieut. Hubert Johnston, of the 118th Aerial

Squadron, conducted maneuvers over the cemetery in tribute to Mr. Lynch. Military funeral services were also conducted by the Corp. Coyle Post of the American Legion of which he was a member, and a firing squad in charge of Wallis Inglis was present at the cemetery. Services were held in the Church of the Immaculate Conception where a requiem Mass was celebrated later in the week.



THE LATE
FRANK J. LYNCH

Miss Parrott Joins Best & Co.

Miss Irene J. Parrott, well known in the industry, has been appointed buyer of toilet preparations for Best & Co., New York department store, and has been placed in charge of the newly established toiletries department in that store. Miss Parrott has been associated with the industry for a number of years. For the last year and a half she was connected with Dorothy Gray Co., Ltd., New York, in radio promotional work, and previously had seen service with several department stores in that city. At one time she was associated with a trade magazine in this field.

Best & Co., which heretofore handled only perfumes, now has one of the most completely equipped toilet goods sections among the city's department stores. The new department, which is located on the ground floor of the building near the Fifth avenue entrance, is large and nicely appointed, and on the shelves may be found the products of leading manufacturers.

Plans Extensive Advertising Campaign

An extensive advertising campaign, in which the radio and newspapers will be the principal media, will be conducted on the West Coast by Harold F. Ritchie & Co., New York, sales agents for "Frostilla" and "Pompeian." Arrangements for the campaign were completed by Harold F. Ritchie during a recent visit to the coast territory.

Mor-Eko in New Plant

A steady expansion is planned by the Mor-Eko Chemical Co., manufacturer of liquid toilet soaps, sweeping compounds and cleaning powders, J. W. Miksich, president, announces. The company, which is less than two years old, moved recently into a new \$30,000 plant at 1422 Walnut street, Des Moines, Ia. By the first of the year, the company plans to add six men to its selling staff, and plans are going ahead for a strong advertising campaign in the early Spring.

Aucoin Perfume Head Robbed

Nearly \$1,000 in cash and valuables were stolen from the apartment of Mrs. James M. Aucoin over the branch store of the Aucoin Perfume Co., at 234 Royal street, New Orleans, by thieves who overpowered Mrs. Aucoin when she answered the door at 1 A. M. recently.

Poly Chemical Laboratories Move

Poly Chemical Laboratories, Inc., manufacturers of the "Westphalia" line of toilet preparations, has moved from 27 Old Bergen road where it has been located for the last twelve years, to new and larger quarters at 38 Montgomery street, Jersey City. The telephone number at the new address is Montgomery 5-0300. Louis Rothstein, chief chemist in charge of manufacturing, planned the layout of the new quarters.

Gartlan to Head Foragers

Joseph V. Gartlan, sales manager of Pinaud, Inc., New York, has been selected by the nominating committee as its candidate for president of the Foragers during the coming year. Mr. Gartlan has been active in the organization for many years and the choice is a popular one. The formal election will be held at the annual meeting, December 28. The committee also reported the following nominations: vice-president, Harry D. Folsom, Roling Toothbrush Co.; and secretary, Oscar C. Niedenstein. For members of the board of governors the following were selected: R. S. Arcularius, F. G. Hammond, F. L. Graham (retiring president), H. W. Quimby, Oscar H. Betz and Martin F. Schultes.

The organization will hold its annual dinner January 7, and elaborate plans are being made to make it the best in the long series.

Engagement of C. C. Day Announced

The engagement of Miss Gertrude Dodsworth to Clive Cameron Day was announced recently. Miss Dodsworth is the daughter of Mrs. Michael Jabez Dodsworth, of Short Hills, N. J., and the late Mr. Dodsworth, and granddaughter of the late William H. Dodsworth, one-time owner and publisher of the *Journal of Commerce* and the *Commercial Bulletin*. Mr. Day is the son of Mrs. Nathaniel Briggs Day, of Summit, N. J., and the late Mr. Day, and is associated with Lamont, Corliss & Co., New York. The wedding will take place at the home of Mrs. Dodsworth on January 27.

Gimbel Opens Test Bureau

Gimbel Brothers, department store, Philadelphia and New York, has opened what is to be known as the "Gimbel Bureau of Standards" to conduct tests of merchandise and report on the lasting qualities, purity, concentration, etc., of a number of products. It will begin in the metal ware and textile fields, but expects to expand its operations to cover soaps in the near future and toilet preparations at a little later date. Tests will be conducted to some extent publicly, and all results will be publicly announced.

Matchabelli Shows New Atomizer

The new "Aromizer," which is to be distributed by the Prince Matchabelli Perfumery Corp., New York, was demonstrated before a group of press representatives at a tea given by Prince Georges Matchabelli, president of the company, at his home in New York, December 20.

Pinaud Appoints Southern Agents

Pinaud, Inc., New York, has appointed the Clancey Sales Co., Dallas, Tex., as its representative in Southern territory.

Chamberlain Starts Broadcast

"Chamberlain Hand Lotion" went on the air over radio station WBBM, Chicago, the second week of December. The program, which is called "Superstitions on the Air," is a combination of direct sales material tied up with the electrical transcription, which is a dramatization of how certain superstitions originated. The program is being tried out in Chicago first, and if successful, is to be expanded to 25 other key cities throughout the country. The contract calls for a weekly program to last for 13 weeks.

Brosis Laboratories Start Operations

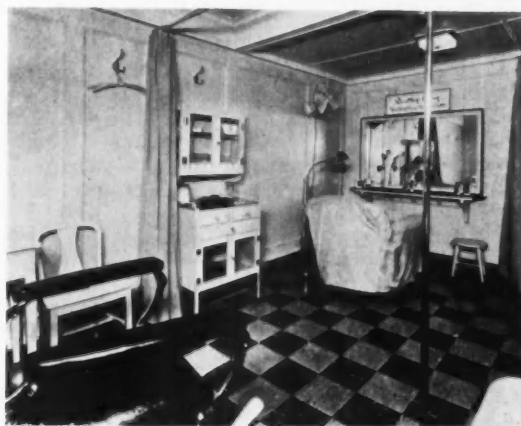
Brosis Laboratories, Chicago, have taken space at 6616 Cottage Grove avenue in that city and have begun production of a line of toilet preparations under the name "Brosis." The first items will be a cream under the trade mark "Turtlene Facial" and a powder to be known as "Velveskin." Ida Padnos and her brother, Simon Padnos, are organizers of the new company. Both were with the Lady Esther Co. for a number of years.

Gray Salon on New Liner

The maiden trip of the new *Santa Rosa* of the Grace Line November 26, was also the first trip for some feminine "members" of the crew, who presided over the pink-painted Dorothy Gray beauty salon. Miss Marie Heeg, was in charge of the sea-going salon, which employs two operators. Miss Heeg is a graduate of St. Angela's Hall in Brooklyn, and has been with Dorothy Gray ever since her graduation. Hair work is done by Miss Louise Montghine, a Laurent operator. The new "tars" are under one-year contracts like the rest of the crew, and display the house flag and mono-



JOSEPH V. GARTLAN



gram on their demure white uniforms. They have their own cabin. Notices on the menus and on the ship's bulletin board call attention to the innovation of expert facials, shampoos and waves on board ship, as well as manicures for men. It is expected that the beauty salon will soon be adopted on the *Santa Paula*, the *Santa Lucia* and the *Santa Elena*, other ships of the Grace Line.

King Heads Winona Bank

E. L. King, president of the J. R. Watkins Co., Winona, Minn., has sent us a leaflet containing statement of condition of the Winona National and Savings Bank, of which he is president. The statement shows that this institution is in splendid condition, having assets of more than \$4,500,000.

Mr. and Mrs. King visited New York this month on the way to their estate in Florida. Dr. E. G. Thomsen, chief chemist of the company is also in New York, visiting the Newark, N. J. plant and his many friends in the trade.

Paris Laboratories Co. Moves

The Paris Laboratories Co., Inc., St. Louis, has just moved into new and larger quarters where ample facilities for offices, manufacturing and distribution are available. J. P. Gilbert, president of this aggressive company, who is shown in the accompanying photograph, reports that while the cosmetic business has been quiet, he considers it an excellent time to establish himself in adequate quarters and make preparations for taking care of the growing volume of business which he anticipates will make its appearance during 1933. Our photographer caught him in his usual optimistic mood outside the new quarters of his company 6084 Maple avenue, St. Louis.



J. P. GILBERT

New Seattle Cosmetic Company

The Puget Sound Chemical Co. has recently been incorporated in Seattle, Wash., for the purpose of engaging in the manufacture of soaps, shampoos, lotions and cosmetics. Capitalization of the new corporation is set at \$15,000, according to papers of incorporation filed. Incorporators are O. Rappe, long noted as experimenter, research and laboratory specialist in the chemical and cosmetic field in Seattle, W. R. McNeal and J. M. Forde.

Universal Opens Boston Office

The Universal Chemical Corp. has opened a New England office at 293 Washington street, Boston. This concern, with headquarters in Akron, O., manufactures "Eldee" shampoo. The product is marketed by direct selling. R. L. Eddy is manager of the New England office.

Gesell Heads Management Program

William H. Gesell, general manager of Lehn & Fink, Inc., Bloomfield, N. J., presided over one of the sessions of the Taylor Society, an international organization to promote the science and the art of administration and of management, at its recent meeting at the Hotel Pennsylvania, New York, the week of December 7.

Swindell Brothers Now Incorporated

The firm of Swindell Brothers, Baltimore, Md., manufacturers of glassware, has been incorporated with W. B. Swindell as president, C. J. B. Swindell, vice-president and treasurer, and W. B. Swindell, Jr., secretary. The company was established in 1873 and has continued as a firm until its recent incorporation. It will continue with the same personnel and without change in the policies which have brought it such an enviable reputation in the sixty years since it was organized.

Green Travels by Plane

Clifford F. Green, president of the Emarco Co., Boston, is taking most of his business trips in his own plane these days. A marked saving of time is one of the valuable by-products of his hobby. Recently he took off for Hartford in the afternoon, completed his business, and flew home by night. Messrs. Green and Nestle are two executives in the industry who are as much at home in the air as in the laboratory, and a sufficient number could probably be discovered in other lines to form the nucleus of an airmen's club.

The Emarco organization, by the way, has an ambitious program of expansion in view for the coming year. It is expanding its facilities to meet the more extended marketing of its products under private brand names. During the past season, the organization gained 18 of the Hahn department stores as customers, and will extend this market in the future.

Nada-Mas Increases Advertising

The Nada-Mas Laboratories, 2196 University avenue, St. Paul, manufacturers of a hair color restorer, are widening their field in the Northwest through radio and newspaper advertising. Although comparatively a new concern, established last July, the product has achieved a wide distribution in the Twin Cities and Omaha, Arthur J. Welch, vice-president and sales manager, said. The product is sold generally through drug and department stores. The McKesson-Minneapolis Drug Co. has been selected as the distributor. Henry W. Reynolds is president of the Nada-Mas Laboratories. At present the concern occupies two floors of a large manufacturing plant in the midway district of the two cities.

Corday Branch Opened Here

Parfums Corday, Paris, formerly represented in the United States by the Lionel Trading Co., New York, has appointed Parfums Corday, Inc., New York, as its representative in the future. Stocks of Corday perfumes are available from the new company and, we are advised, orders can be filled immediately. A new catalog is being prepared. The company has taken offices at 123 West 64th street, New York City.

Death of Dr. F. W. Stechmann

Dr. Frederick William Stechmann, prominent New York physician and president of the Liederkrantz Club, died suddenly December 20. He was the father of F. W. Stechmann, Jr., of van Ameringen-Haebler, Inc. Also surviving are his widow Mary Mangan Stechmann, a daughter, Ruth, and a grandson F. W. Stechmann, 3rd. Funeral services were held from the Liederkrantz Club, December 22, with interment in Greenwood Cemetery, Brooklyn.

Parento Opens Canadian Branch

Compagnie Parento, Inc., Croton-on-Hudson, N. Y., has advised us of the opening of a branch in Toronto, Canada. This new branch will be known as Compagnie Parento of Canada, and will be located at 73 Adelaide street West, Toronto 2, telephone number Elgin 2654. A complete laboratory has been set up at the Canadian branch for the improvement of the service which the company renders to its many Canadian customers in the drug, soap, perfume and cosmetic industries. D. E. Picciano, vice-president of the company, has been in Toronto for about two weeks making preparations for the opening of the branch, of which E. C. Barton, assistant secretary, will be in charge.

Compagnie Parento, Inc., maintains general offices, laboratory and warehouse in Croton-on-Hudson, and also sales offices in New York and Chicago. It represents Pierre Dhumez & Co., of Vallauris and Argeville, France, producers of natural floral products, resins and specialties, and Organico, Nanterre, France, manufacturers of aromatic chemicals. It also handles a line of Spanish and Italian oils as well as animal fixatives. Stocks of all of these products will be carried at the Canadian branch.

Cohen Officer of Bronx C. of C.

A. Z. Cohen, president of the A. Z. Cohen Soap Co., was elected treasurer of the Bronx, N. Y., Chamber of Commerce at the recent annual meeting of that organization. Geo. Z. Mand, assistant secretary of the American Car & Foundry Co., was chosen president of the organization.

A Correction from Chanel

In the article by Mrs. Ruth Hooper Larison in our November issue, mention was made of the new small size Chanel perfume. The size was given as one-quarter ounce. This should have been *one-half* ounce.

Cosmetic Hunters "Bring 'Em Back"

The accompanying photograph shows Fred Bergholt and Mrs. Bergholt (Madam White), of Madam White Cosmetics, Inc., Minneapolis, upon their return from a hunting trip in Northern Minnesota. Mr. Bergholt is an ardent huntsman, and his office at the Madam White plant is decorated with numerous trophies of the chase. Obviously, the latest trip was a complete success, and we are advised that the company's efforts along the line of greater cosmetic sales have been quite up to the record of its principals as hunters. Elsewhere in this issue there is presented a brief review of the latest Madam White Booklet, entitled "Success," which might also have been an apt title for this article. The company manufactures a very complete line of toilet preparations which are distributed to the public through agents.



MR. AND MRS. BERGHOLT AND TROPHIES

Armstrong Forms Closure Division

Formation of a new sales division, called the Closure Division, is announced by the Armstrong Cork & Insulation Co., Lancaster, Pa. Dwight L. Armstrong, a vice-president of the company, has been made general manager of this division which is comprised of three departments: Corks Department, E. F. Ebberts, manager; Cap Department, S. L. Barnes, manager; and Crown Department, J. C. Feagley, manager, assisted by J. M. McCormick.

This step, it is pointed out, is a result of the company's policy of expanding the Armstrong line to include all principal types of closures for glass packages. During the last two years molded, cellulose, brass and tin caps have been added to the line which formerly consisted of corks of all kinds, crown caps, embossed top corks, rubber stoppers and cap liners. The consequent increase in sales and service has necessitated setting up separate sales divisions for selling closures and other products that were formerly sold through a single sales organization, the Cork Division.

This move is designed to provide greater concentration and efficiency in sales and service efforts of the company on the closure end of its business.

Paris Laboratories Changes Address

Paris Laboratories, Inc., has advised us of its change of address to 4411 Broadway, New York City. The company has recently added several items to its line of cosmetics and toilet preparations.

We Would Have Shot the Hunters!

Cosmetic trade hunters have not had much luck this season. Two of them went out one fine sunny day last month but saw no deer so they lay down for a nap. Their account of the affair was that they had "stopped two does." The double entendre cannot be rendered in English with one phrase but our readers will surely "get" it.

Some Interesting Old Letters

Dodge & Olcott Co., New York, has received from its Philadelphia representative a number of interesting letters written by officials of Dodge & Olcott more than 70 years ago to the firm of Cannon Brothers, of Philadelphia. These relate to offers and quotations on merchandise, and would be interesting on that account if for no other reason. The letters are hand-written on ruled note paper and are in an excellent state of preservation. Among the advices contained in them is one quoting citronella oil at \$2.50 per pound. Another reports new flake manna at 48c. and old crop at 35c. per pound. Oil mirbane was quoted at \$2.25 per pound and split skins at \$5.50 and \$8.50 respectively as to quality. Licorice was offered at 35½c. per pound. The correspondence began in October, 1861, about six months after the opening of the Civil War. It affords an interesting sidelight on essential oil and drug trade conditions at that time and an effective contrast, as to prices at least, with conditions at present.

Bay Rum Company to Quit

The Arcola Trading Co., St. Thomas, Virgin Islands, has announced that it would shortly discontinue all operations, according to a special dispatch to the New York *Herald-Tribune*. The company has been one of the most prominent shippers of bay rum for many years and has employed hundreds of natives in production and shipping.

Guy Verley in America

Guy Verley, nephew of Dr. Albert Verley, head of Etablissements Albert Verley, Ile St. Denis, France, arrived on the *Bremen*, November 28 and will remain in the United States for some time. He is making his headquarters with Albert Verley Inc., at the New York office, and also will visit the principal office in Chicago, conferring with D. A. Bennett, president, and L. J. Zollinger, vice-president, regarding plans for closer co-operation between the French and American companies. He will also study the needs of the American trade with a view to improving the service rendered by both the French and American companies to the toilet preparations, flavoring extract and allied trades.

Crozier on Western Trip

Ira W. Crozier, secretary and treasurer of American Beauty Nail Polish Co., New York City, has returned from a business trip of several weeks covering all of the principal cities in the Middle West. Mr. Crozier believes that the possibilities are excellent for increased business in this territory and that the Pacific Coast states have already begun to pull out of the depression. He is very optimistic for the prospects of business in 1933.

Marshman Writes on Cleanliness

Nelson N. Marshman, chief of Industrial Service of Cleanliness Institute, has written a very interesting article in which he outlines and gives examples of the great advantage of cleanliness.

Rentschler Back from Europe

Werner Rentschler, a director of the Art Tube Co., Irvington, N. J., returned on the *Hamburg* late in November from a three months' trip abroad which included considerable motoring in Switzerland, Austria, Italy, Germany and France. While the trip was primarily for pleasure, Mr. Rentschler found time to visit some of the larger tube plants, and also studied trends in packaging. He reports that he was impressed with the advances made in styles. It was his first trip abroad in ten years.

Oho Chemical Opens Branch

The Oho Chemical & Manufacturing Co., Cleveland, is opening a branch in Birmingham to serve Alabama, Mississippi, Tennessee, Georgia and Florida. Offices will be located at 205-7 South Eighteenth street and will be under the management of C. R. J. Kellam.

Finch a New York Visitor

E. E. Finch, vice-president and general manager of the Karl Kiefer Machine Co., Cincinnati, was a visitor in New York early in December where he conferred with his New York representative, A. J. Sterling.



E. E. FINCH

Mr. Finch was most encouraging regarding prospects for improved business during the coming year. He believes that the anticipated legalization of beer will be a boon for the machinery industry and especially for companies manufacturing filtering and bottling equipment.

He also advised that his company is rapidly bringing to perfection several new machines for use in a number of industries including perfumes and toilet preparations, details regarding which will be available in the not far distant future. Mr. Finch is making quite a reputation as a journalist by his work on the company's magazine *The Superintendent*.

Stevens Now Represents Stanley

Robley D. Stevens, Philadelphia, advises that he has been appointed Philadelphia representative for the John T. Stanley Co., New York, soap manufacturer. Mr. Stevens will discontinue all other agency connections.

Ross Leaves Frankel & Smith

George Ross, sales manager for Frankel & Smith, Boston, and associated with that concern for the last 15 years, recently resigned.

Paramount Drug Co. Moves

Paramount Drug Co., manufacturing chemists, Washington, D. C., has advised us that its laboratories have been moved from 224 Twelfth street, S.W., to larger and more convenient quarters at 30 O street, N.E.

Molitor Joins Merck Staff

George W. Merck, president of Merck & Co., Inc., Rahway, N. J., recently announced the appointment of Dr. Hans Molitor, of the University of Vienna, to the research staff of the company. Dr. Molitor will assume the direction of research work in pharmacology. In announcing the appointment, Mr. Merck stated:

"The addition of Dr. Hans Molitor, of Vienna, to the staff of Merck & Co., Inc., results from the decision of the management to adopt a policy of intensive research in pure and applied chemistry and allied subjects. To provide adequate facilities for this research work, Merck & Co., Inc., despite the depression, is constructing at Rahway, N. J., at the present time, a research laboratory to cost in excess of \$200,000 which will house a staff of 25 research chemists. Dr. Molitor will take over the supervision of the details of equipping and staffing the laboratory to be devoted to research in pharmacology.

"Dr. Molitor comes to this country with a background of scientific accomplishment in the universities and hospitals of Europe. Born in 1895, in Austria, he took up his studies in the University of Vienna under the faculty of medicine in 1913, receiving his Doctor of Medicine degree in 1921.

"During the last year of the war, he did a considerable amount of outstanding bacteriological work, and following it he was an interne in the clinic of Professor Chvostek in Vienna. During the years 1919, 1920 and 1921 he was an interne in surgery and gynecology, and in the eye section of the hospital at Reichenberg. From September, 1921, to September, 1923, he was an assistant in the Department of Pharmacology in the University of Vienna, later receiving a stipend from the Rockefeller Foundation, and studied in the University of Edinburgh under Prof. Barger and worked in pharmacology under Prof. Cushny of that institution.

"Following his studies in Scotland he also spent some time in Cambridge, London, and Utrecht, returning in 1924 to Vienna to the faculty of the University, where he continued his work in pharmacology until June, 1931, when he was made Extraordinary Professor of Pharmacology in that university. Dr. Molitor has published a number of reports under his own name and jointly with his colleagues on various topics associated with pharmacological research work."

Sudbury to Represent Koleff

Sudbury Mfg. Co., Mt. Vernon, N. Y., advises that it has been appointed sole agents in the United States and Canada for Lalue Koleff, Kazanlik, Bulgaria, distillers of otto of rose. The company also maintains a world wide sales organization with branch offices in Berlin, Leipzig, London, Budapest and Warsaw.

Winston Heads Zanol Branch

T. Winston, has taken over management of the new Portland, Ore., branch of the Zanol Products Co., Cincinnati, which has been established at 469½ Washington street, that city. Mr. Winston was formerly at Oakland, Calif.

Lambert Co. Reports Profit

The Lambert Co., St. Louis, reports for the nine months ended September 30 a consolidated net profit, after taxes and other charges, of \$3,207,827, equivalent to \$4.28 a share on 748,996 no par capital shares, as against \$5,361,317, or \$7.16 a share, last year. For the quarter ended September 30, the consolidated net profit amounted to \$639,442, or 85 cents a share, as against \$1,147,699, or \$1.53 a share, in the preceding quarter, and \$1,788,787, or \$2.39 a share, in the third quarter a year ago.

Corliss's Forty-First Anniversary

William H. Corliss, manager of the New England branch of Dodge & Olcott Co., is celebrating this year the 41st anniversary of his managership. Mr. Corliss enjoys the unique distinction of presiding over the first essential oil business established in that territory since the branch was organized in 1891.

Throughout the 41 years, the company has remained on the same street in Boston. Its original location was



128 Milk street where it stayed until 1903 when it moved to 132, and eight years later to the present quarters at 232 Milk street. While New England has never become a considerable center for the manufacture of perfumes, Mr. Corliss has watched the consumption of essential oils in its various branches grow by leaps and bounds. Manufacturers of a number of New England products are constantly finding new uses for perfumes and demanding that essential oil houses perfect products suitable for their particular purpose.

The company maintains an extensive stock of perfume raw materials at the Boston office to take care of the large business which Mr. Corliss has built up in the New England territory. The accompanying photograph shows him at his desk (left) in the Dodge & Olcott Boston office.

Jane Kay Co. Expands

Jane Kay Co., Inc., has again moved into larger quarters, and is now located at 29 West Apple street, Dayton, Ohio. This is the second time that the company has been forced to move within a single year. Its floor space is now three times as large as that which it formerly occupied. New machinery has been installed in the new quarters, and the company is equipped to materially increase production of toilet preparations.

Swan Resigns from Chiris

Charles A. Swan has resigned as president of Antoine Chiris Co., New York, to become effective December 31. He has been connected with the company for 34 years and its president since 1927. The Board of directors in accepting the resignation has extended to Mr. Swan its sincere thanks for his loyalty and co-operation over this long period.

Alsop on Florida Vacation

Samuel Alsop, president of Alsop Engineering Co., New York, is vacationing in Miami, Fla., driving down in his high power roadster. He is spending his time golfing, swimming and fishing. One of his catches was good enough to form an entertaining paragraph in the Miami *Herald*, but we shall let him tell his own fish stories.

Outlines Successful Sales Plan

Myram Picker, president of the Crystal Corp., New York, supplied the data for one of the leading articles in a recent issue of *Printers' Ink Weekly*. The article, entitled "Five Points That Jumped Sales of a New Line 400 Per cent," discusses the sales efforts of the Crystal Corp. in introducing a new product which resulted in a gain in dollar sales volume between 1928 and 1931 of 400 per cent. Mr. Picker enumerates five main points in the successful plan of action as follows:

1. Putting sales appeal into the product.
2. Finding the least-resistance line to market.
3. Advertising to "selected consumers."
4. Co-ordinating advertising and merchandising.
5. Getting quick decision and action.

Wilson Returns to California

C. P. Wilson, assistant general manager of the Products Division of the California Fruit Growers Exchange, Ontario, Calif., has been spending some weeks in the Middle West and East visiting branch offices and representatives of his company including Dodge & Olcott Co., and Fritzsche Brothers, Inc., New York. He left New York for home December 12. Mr. Wilson reports that the division has made material progress in popularizing California oils of orange and lemon as well as pectin and citric acid during recent months. He is greatly interested in the prospective use of pectin in a number of cosmetic products, work on which has been going forward rapidly both here and abroad.

Warning Against Unauthorized Solicitors

It has come to our attention that a concern calling itself the "Western Trade Press" and two individuals known as "J. M. Taylor" and "F. D. Connors," all of San Francisco, are representing themselves as subscription solicitors for this magazine and are collecting money for subscriptions. They are not authorized to accept subscriptions or to receive payment therefor. Persons approached by them for subscriptions or money should notify us immediately.

Guenther Visits New England

Dr. Ernest S. Guenther, chief research chemist of Fritzsche Brothers, Inc., New York, delivered his illustrated lecture on perfume raw material production before an audience of about 35 at the Parker House, Boston, December 13. He spent several days in New England contacting the trade in that territory.

Helfrich of N. Y. Moves

Helfrich Laboratories of New York, Inc., will be located after January 1 in larger and more convenient quarters at 30-34 West 26th street, New York City. The change was forced by rapid expansion of the company's business in Eastern territory.

Rapin New Chiris Head

Following the resignation of Charles A. Swan, Louis Rapin has been elected president and treasurer of Antoine Chiris Co., New York, and William W. DeFrees has been chosen vice-president. Mr. Rapin has been connected with the House of Chiris for thirty years and



LOUIS RAPIN

has been actively identified with the American company since 1924. He has acted as a liaison officer between the French and American companies, making his headquarters in New York but spending a portion of each year abroad at the company's plant in Grasse.

Mr. Rapin is thoroughly acquainted with the technical and manufacturing end of the raw materials industry as well as the production of perfumes

and toilet preparations and his advice has been of great value to the company's many customers in this country.

Mr. DeFrees joined the company in 1904 and later after some years with other essential oil houses, rejoined it in 1925, since which time he has been in charge of the Chicago office. He is well known to the trade throughout the country, especially in the Middle West.

George H. Mann has been appointed assistant manager after having been associated with the company for the last 15 years. He will continue as office manager and will also extend his growing relations with the company's customers with whom he has established numerous contacts during the last year.

Mr. Rapin has advised us that there will no change in the policy of the house which will continue to render the same service to its American customers for which it has long been noted.

Primeaux with Royal Perfume

N. J. Primeaux has just been added to the sales force of the Royal Perfume Co., Inc., New Orleans. Mr. Primeaux will specialize in introducing "Royal" lines of creams, powders and other cosmetics to beauty parlors. He has had much experience in this field.

Hall Now with Parsons

James H. Hall has joined the organization of M. W. Parsons Imports and Plymouth Organic Laboratories Inc., New York City, as chemist-perfumer and will work in close association with Herbert Bye, president of the company.

Mr. Hall has spent practically all of his business career in the trade, first under his father, George



JAMES H. HALL AND HERBERT BYE

Hall, of the United Drug Co., in Boston where he spent nine years acquiring diversified experience in all branches of the toilet preparations and pharmaceutical fields, and subsequently with his uncle, Addington Doolittle, of Compagnie Parento, Inc., Croton-on-Hudson, N. Y., and with the Harrison Refining Co. Considerable time was spent in sales work, and as a result he has a wide circle of friends in the East and Middle West.

In his new connection Mr. Hall will contact the trade and will spend much of his time developing the line of products offered under the Plymouth labels.

Cecil Smith Discusses Price-Cutting

Cecil Smith, president of Yardley & Co., Ltd., New York, is the author of an exceedingly interesting and well-written article in the November issue of the *Executives Service Bulletin*, a publication of the Metropolitan Life Insurance Co. Mr. Smith discusses the distribution program and policies to which his company has adhered successfully in preventing price cutting of Yardley products, and sums up the four major points as follows:

"First, we select our jobbers with care and protect them by limiting the number of competing organizations in any one territory.

"Second, we have an open and above-board policy with all dealers to assure them a full and fair profit on the sale of our products. Only dealers who are in sympathy with that policy are selected. We are not compelled legally to deal with any retailer, and, in practice, this means we supply only those who see eye to eye with us.

"Third, our prices and terms and discounts are the same for all.

"Fourth, our salesmen, like our dealers, are on an exactly equal footing. Every salesman has every advantage, every privilege that any other salesman has."

Miss Rumbough Engaged to Wed

Announcement has been made of the engagement of Miss Elizabeth Colgate Rumbough, daughter of Mr. and Mrs. Stanley M. Rumbough, of New York, to Francis Russel Cowles, son of Russel A. Cowles, also of New York. Miss Rumbough is a granddaughter of Gilbert Colgate and a descendant of William Colgate, founder of Colgate & Co. Mr. Rumbough is vice-president and treasurer of the White Metal Manufacturing Co., Hoboken, N. J.

D'Escayrac to Visit Paris

Bernard D'Escayrac, vice-president and general manager of Guerlain, Inc., New York, sailed for Paris on the *Champlain* December 21 for a brief visit during which he will transact some personal business. He will return to New York about the middle of January.

New Representatives for Quinlan

Two well-known figures in the cosmetics industry, Bernard Anderson and Jack Green, have joined the sales force of Kathleen Mary Quinlan, Inc., New York. Mr. Bernard will cover territory in the East, while Mr. Green will travel in the Middle West.

Foster-Forbes New York Expansion

William P. Forbes, son of W. C. Forbes, of Chicago, secretary of the Foster-Forbes Glass Co., Marion, Ind., has joined the sales force of the Eastern office of the company, 99 Hudson street, New York. Mr. Forbes brings to his new task a knowledge of modern business principles acquired in Dartmouth College and in post graduate work in the Babson School of Finance in Boston which he completed in September.

The addition of Mr. Forbes to the staff strengthens the work of the Eastern office which has shown steady



ALLEN C. JAMES



WILLIAM P. FORBES

progress under the direction of Allen C. James who has been at the helm since the office was established in 1927. Prior to assuming that position Mr. James was engaged in the cork, closure and bottle business for 30 years. This experience has made itself felt in his work in the metropolitan territory and also in frequent contributions to the publications issued by the company. Another recruit to the staff is Ralph Leonard who is also well known in the bottle industry.

Mosheim Writes on Selling

A. Mosheim, president of the House of Tre-Jur, Inc., New York, is the author of an interesting article in a recent issue of *Printers' Ink* in which he discusses the successful sales promotion program of his company. Tre-Jur follows the maxim, "The important thing is not how much the merchant is willing to buy as an initial order, but what he is going to do to sell it," and each salesman approaches his prospects with that idea foremost in mind, Mr. Mosheim states.

Tre-Jur's program has three main headings: (1) advertising; (2) display; and (3) store promotion, and the company goes to great lengths to assist the merchant in each of these phases. Advice is given in the matter of advertising and displaying the merchandise, and considerable effort is made to "sell" the store thoroughly on the merits of the products, for, Mr. Mosheim asserts, unless all branches of store operation are sold on the merchandise, no buyer can get the volume out of it that he should.

Boston Retailers' New Officers

At the annual meeting of the governing council of the Retail Trade Board of Boston, which took place early in November, the following officers were elected: president, Richard Mitton, who is president of Jordan Marsh Co.; first vice-president, P. A. O'Connell, president of E. T. Slattery Co.; second vice-president, J. G. McNeil, vice-president of Thayer McNeil Co. Daniel Bloomfield was reappointed manager of the board.

In Industry Fifty-Three Years

It hardly seems possible that the gentleman shown at the left in the accompanying photograph has been associated with the toilet preparations industry for fifty-three years, but A. A. Eddy has just passed that anniversary and is still active as the head of Eddy &



A. A. EDDY AND E. A. EDDY

Eddy, St. Louis, manufacturers of perfumes, food products and flavoring extracts. The photograph which was secured by our "Inquiring Photographer" also shows his son E. A. Eddy who is associated with the business. We thought at first they were brothers. Our reporter writes that both men foresee improvement in general business which will be shared by the branches in which they are particularly interested.

Meeting of Southern Representatives

A general sales meeting of the Southern division of the Colgate-Palmolive-Peet Co. was held at the Roosevelt hotel, New Orleans, in November, with Frederick Lowry, vice-president, and C. L. Fredericks, sales manager, in charge.

O'Connor Heads Beatrice Mabie, Inc.

E. J. O'Connor is now president of Beatrice Mabie, Inc., with headquarters located at the St. Louis



E. J. O'CONNOR

laboratories of the company. Mr. O'Connor, who was formerly connected with Neet, Inc., is well known in toilet preparations circles. He joined Beatrice Mabie, Inc., in May, 1931, and shortly thereafter the manufacturing and purchasing end of the business was transferred from New York to St. Louis where it is under his direct supervision. The com-

pany retains its New York office and salon which are under the direction of Miss Beatrice Mabie.

Scotty, Hero of Mennen Fire

Scotty Mennen is dead. That is the chief regret felt by William G. Mennen, president of the Mennen Co., Newark, N. J., over the fire which swept his home near Fairhaven, N. J., the night of December 14. Mr. Mennen was awakened by Scotty's barking, and found the rear of the house a mass of flames. He and Mrs. Mennen and three servants escaped the \$100,000 conflagration through Scotty's vigilance, but the little terrier breathed his last on the lawn during the height of the fire from the effects of smoke and exertion. New houses can be built, but a dog like Scotty will be hard to find.

Ringel Visits Home Office

George L. Ringel, vice-president of Fritzsche Brothers, Inc., New York, and manager of the Columbus, O., and Toronto, Canada, branches, was in the city early in December. Mr. Ringel believes that business in the Middle West and also in Canada is on the upgrade and that 1933 will be a good year for raw materials in those sections.

Imperial Cosmetic Leases Space

Imperial Cosmetic Corp., New York, has leased space in the building at 133 West 17th street.

Milwaukee Companies Increase Activity

Expanded production and increased pay rolls were reported in November by Milwaukee soap manufacturers. Both the Palmolive Co., which has a large plant in Milwaukee, and smaller units reported gains. A full time day crew is now employed at the Palmolive plant, where previously employment was on a staggered basis, according to E. J. Reddert, superintendent. The company has about 250 on the pay roll, some departments working 24 hours a day and the balance eight hours. A few extra hands have been taken on.

The Wash Rite Soap Co. is working day and night with about 20 employed, or twice the number of a month and a half ago. The firm will soon move into larger quarters. Lavo Co. is operating about steady with 20 at work, according to L. J. Rosenberg, secretary. The firm serves industries chiefly. The John Hanser Soap Co. is working overtime with 30 employed. Operations are on a six-day basis, ten hours a day. Orders are being received for both laundry and toilet soaps.

There has also been a material increase in the rate of operation of the E. I. du Pont de Nemours & Co. plant at Carrollville, Wis., the last three months, according to S. W. McCune, Jr., manager. Operations are reflecting a seasonal upturn in the textile industry and the increase involves production of various classes of dyestuffs, dyeing assistants, textile soaps and detergents.

Total employment has increased 99 per cent since Aug. 15, which has resulted in re-employment of 83 former workers and a minimum of five working days a week for all. All repairs and improvements which may be justified under present economic conditions are being made currently, according to Mr. McCune. Future production schedules do not indicate a material change in conditions for the next three months, he stated.

All-Kansas Exposition Displays

A number of houses in the soap and cosmetic industry exhibited their products at the All-Kansas Exposition held in Wichita, December 8 and 9, in conjunction with the convention of the Kansas Co-operative League. Among them were the Zona Toilet Co. and the Mentholatum Co.

Tysdal New York Visitor

Even M. Tysdal, representative of Ungerer & Co., in St. Louis, visited New York early in December where he conferred with F. H. Ungerer, president, and other officials of the company.

Cosmetics Lease in Brooklyn

The Penn Arcade Cosmetics Co., Inc., retailer, has leased space for a branch store at 916 Flatbush avenue, Brooklyn, in one of the leading retail merchandising sections of that borough.

Pink Seal Co. Dissolved

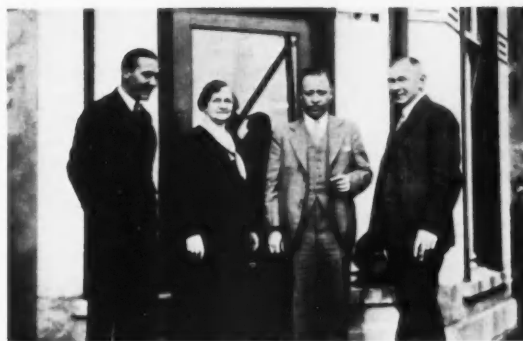
Pink Seal Supply Co., beauty parlor supplies, Toronto, Ont., has advised us that its company has been dissolved and the business closed out.

Vadseo Sales Shows Gain

A net profit of \$19,771, after taxes, depreciation and other charges, equal to 40 cents a share on 48,628 seven per cent preferred shares, has been reported by the Vadseo Sales Corp., Long Island City, N. Y., for the nine months ended September 30. For the 1931 period a net loss of \$97,339 was recorded. A loss also was sustained in the quarter ended September 30. The figure was \$39,333, as against a loss of \$24,009 in the preceding quarter and a loss of \$28,475 in the corresponding period of 1931.

Jelly at Koster-Keunen Plant

During his recent trip, Walter H. Jelly, president of Walter H. Jelly & Co., stopped at the principal office and large bleachery of B. Koster Keunen, Aalst, Holland, whom he represents in Chicago territory. He conferred with Bernard and Louis Koster and also met



GEORGE KOSTER, MISS KOSTER, MR. JELLY, AND BERNARD KOSTER

George Koster, son of Louis, who was a recent visitor to this country. Another brother Alphons is in charge of operations in the United States. Mr. Jelly was greatly impressed with the size of the plant and the magnitude of the operations of this company in Europe.

Nelson Resigns from Ritchie

O. W. Nelson has resigned as executive vice-president of W. C. Ritchie & Co., Chicago. R. H. Ritchie, president, advises us that the office will remain vacant indefinitely.

Lever Brothers Conversion Success

It is announced by Lever Bros., Ltd., London, in connection with the firm's recent conversion offer to holders of its five per cent first mortgage debenture stock, that applications received heavily exceed the amount of new four per cent consolidated debenture stock available. All the stock has now been allotted.

It's That Way in Connecticut

In his report the Superintendent of Public Buildings of Hartford, Conn., says that the revenue from perfume vending machines used by men at the Old State House was greater than that from those used by women. The Hartford *Courant* asked city officials "How Come?" but got no satisfactory answer.

Chicago News

THE "Perfumers Banquet," was the intriguing title, and December 9, the date, of this year's most brilliant social event, held by the Chicago Perfumery, Soap & Extract Association in the Crystal Ballroom of the Knickerbocker hotel. The entertainment committee, under the efficient direction of W. Kedzie Teller, chairman, worked long and hard to make the party a wonderful success, and these painstaking efforts were reflected throughout the entire evening's festivities. The 350 who braved the first snow storm of the Winter received their first thrill of the evening, when they entered the beautifully decorated ballroom, well known for its famous colored lighted glass dance floor. The tables were grouped around the dance floor to accommodate parties of from eight to forty in number.

Immediately the party was on in earnest amid the bursting of toy balloons and the rattle of the numerous noise producing souvenirs, which were scattered around on the tables in abundance. After listening to a selection from Tannhäuser, very well rendered by a dashing beautiful prima donna, who shyly boasted of belonging to the Follies (way back when), the guests were soon merrily engaged in tucking away a meal that was carefully planned and perfectly served. The entertainment consisted of 17 feature numbers of singing and clever dancing acts, all headliners from Chicago night clubs. They enthusiastically worked overtime, responding to the flow of encores which greeted every act. Words cannot describe the picturesque sight presented when the beautiful fair sex in their gorgeous backless gowns were dancing gracefully with their escorts, who had donned their white boiled shirts and tux's for the occasion. Film-land in Hollywood may boast of a few beautiful stars, but the "Perfumers Banquet" consisted of nothing but beautiful ladies. Each lady was again presented with a huge bag of souvenirs, donated each year by the manufacturing friends of the association, consisting of perfumes and cosmetics, in fact every item known in the line of toilet requisites. This souvenir bag was made possible by donations received from the following: Acme Powder Puff Co., Aljo Press, American Can Co., American Commercial Alcohol Corp., Boyer Laboratories, Bristol-Myers Co., Bromo-Seltzer, F. N. Burt Co., Ltd., Carr-Lowrey Glass Co., Colgate-Palmolive-Peet Co., Chicago Cork Works, Comfort Mfg. Co., Cudahy Soap Works, Cudahy Mfg. Co., Diamond Alkali Co., P. R. Dreyer, Inc., A. C. Drury & Co., F. W. Fitch Co., Franco-American Hygienic Co., Gordon Gordon Co., Givaudan-Delawanna, Inc., Helfrich Laboratories, Inc., Hazel-Atlas Glass Co., Horlicks Malted Milk Corp., Johnson & Johnson, Justrite Paper Box Co., Richard M. Krause,



DUDLEY F. LUM

Inc., Luxor, Inc., Lever Bros. Co., Merck & Co., Marshall Field & Co., Monsanto Chemical Works, Owens-Illinois Glass Co., Pepsodent Co., Pharma-Craft Corp., W. C. Ritchie & Co., Rit, Republic Laboratory, George Silver Import Co., Scovill Mfg. Co., Solo Laboratories, L. Sonneborn & Sons Co., Swindell Bros., Albert Verley, Inc., Western Co., Williams Bros. Box Co., Wertham Bag Corp., Allen B. Wisley Co., Walter Wynekoop Co., Walgreen Co., and Valentine Laboratory.

The association held its annual business meeting and election of officers December 21. The regular members tickets as nominated were elected as follows: president, Dudley F. Lum, Givaudan-Delawanna, Inc.; vice-president, Walter H. Jelly; secretary and treasurer, W. Kedzie Teller.

Mr. Lum is one of the most deservedly popular members of the Chicago trade with which he has been connected for many years. His election augurs well for a continuation of the splendid progress made by the association.

Palmolive Preparing for Revival

A program of rehabilitation and improvement which will provide employment for a large number of additional workers has been inaugurated by the Colgate-Palmolive-Peet Co. The plans, officers of the company said, do not include additions to manufacturing capacity nor improvements of immediate necessity, but aim to put its present plants and facilities in a state of maximum operating efficiency. By replacing machinery that has been worn out, capacity operation can be assured without interruption when business returns to its normal stride. And, at the same time, the company will be taking advantage of the prevailing low prices of machinery and equipment.

Drug and Chemical Association Banquet

The Chicago Drug & Chemical Association has completed all the plans for its annual stag banquet held December 22 at the Knickerbocker hotel. Following the usual custom, the association will again play Santa Claus to the members as the entire banquet will be gratis. Each member will receive the customary well filled souvenir bag, which this year has grown to ponderous size. So wonderful was the response from the manufacturers who donate the many items that it was necessary to purchase muslin bags, capable of holding 120 pounds. Over 11 tons of well advertised products have been received, made up of over 137 separate items.

Hawkins Leaves Furst-McNess

John Hawkins, who for many years was chief chemist and perfumer for the Furst-McNess Co., of Freeport, Illinois, is no longer connected with this concern. Mr. Hawkins has not announced his plans for the immediate future.

New St. Louis Company

Fuller Cosmetic Co. has been organized in St. Louis by Mrs. Dora Fuller, Miss Freda Fuller and Mrs. Irene Shipley. A line of cosmetics and toilet preparations is now in production and has just been placed on the market.

In Memoriam for Departed Friends

ALLEN, EDWARD RANSOME, chairman of Stafford Allen & Sons, Ltd., London, England, December, 1916.

CALISHER, AARON B., of Oakley & Co., New York, December, 1917.

FRENCH, GEORGE JACKSON, president of the R. T. French Co., Rochester, N. Y., December, 1926.

FRIEND, MYER, retired head of Evergreen Chemical Co., New York, December, 1930.

FRTZSCHE, ERNEST T., senior member of Schimmel & Co., essential oils and chemicals, Leipzig, December, 1916.

HATHAWAY, WALTER T., purchasing agent for Colgate & Co., New York City, December, 1925.

HEWITT, ARCHIE, president and founder Hewitt Brothers Soap Co., Dayton, Ohio, December, 1924.

HOLMAN, ERNEST CHARLES, ex-president, Chicago Perfumery, Soap and Extract Association, December, 1921.

HORNER, MAJOR JAMES BROWN, essential oils, New York, December, 1914.

LEIGHTON, C. BLAIR, of W. J. Bush & Co., Inc., New York, December, 1929.

MARSH, CHARLES E., retired soap manufacturer, Lynn, Mass., December, 1929.

PLOUGH, MOSES, vice-president of Plough Chemical Co., Memphis, Tenn., December, 1926.

RAMSDALL, CLIFFORD, of Daggett & Ramsdell, New York City, December, 1911.

RODRIGUEZ, JOHN H., essential oil broker, New York, December, 1931.

SÉVE ELISÉE, of Pilar Frères, Grasse, France, December, 1926.

TERRISSE, JULES, one of the founders of M. Naef & Co., aromatic synthetics, Geneva, Switzerland, December, 1916.

VAIL ARAUNA M., senior member of Vail Bros., perfumery and toilet preparations, Philadelphia; at Atlantic City, December, 1924.

WATKINS, PAUL, president, The J. R. Watkins Co., Winona, Minn., December, 1931.

WRIGLEY, WILLIAM, of the Wrigley Manufacturing Co., soaps, Philadelphia, Pa., December, 1909.

William O. E. Bock

William O. E. Bock, who was associated with the late Michael J. Owens, inventor of the Owens bottle machine, in the designing and engineering of the machine, died in a hospital in Toledo, O., December 2 after a brief illness during which he underwent two operations following an attack of appendicitis. He was 61 years old.

Widely known as an inventor and engineer, Mr. Bock was an authority on the mechanical handling of glass and held many patents. In 1913 he invented a tapered roller bearing and formed the Bock Bearing Co., which subsequently was purchased by the Timken Roller Bearing Co. Later he applied the dynamic balance idea in constructing extracting machines used in laundries, and upon it built the Bock Laundry Machine Co.

William J. Chapman

William J. Chapman, New Orleans, retired district sales manager of the Colgate-Palmolive-Peet Co. who had served the organization 40 years, died in November at his home in that city after an illness of two months. He was 75 years of age.

Mr. Chapman was a native of Ireland. He was employed by the Colgate company shortly after coming to the United States early in life. He was stationed in Jersey City before being transferred to New Orleans 28 years ago. He served for years as sales manager of the district with headquarters in New Orleans, and retired nine years ago. Surviving are the widow, five daughters and three grandchildren.

Francis E. Holliday

Francis E. Holliday, general representative of the National Wholesale Druggists Association, New York, and for more than 65 years connected with the drug business, died November 19 after an extended illness. Mr. Holliday was born in Wooster, Ohio, December 22,



THE LATE
FRANCIS E. HOLLIDAY

1852, and his first association with the drug trade began in 1867 when he was only a little more than 14 years old. At that early age he was apprenticed to L. H. Bush, who conducted a wholesale and retail drug store in Des Moines, Ia., remaining there 11 years. In 1878 he entered the drug business for himself, forming

a partnership with William H. Swift under the name, Swift & Holliday, and locating in Topeka, Kans. Twenty-one years later he became connected with the National Wholesale Druggists Association which he served with great efficiency until the time of his death.

He started as vice-chairman of the committee on proprietary goods, and continued in that position until 1907 when the office of general representative was created. He served as general representative until 1915 when he became secretary. The activities of the organization increased so rapidly under his direction that in 1921 the association was materially enlarged and Mr. Holliday was again given the title of general representative.

Funeral services were held at Ravenna, O., November 21, and were attended by a large delegation of officers, directors and members of the association.

Appreciation

He still believes in his staff, in his service associates and he gives them much credit for their intelligent cooperation and his own success. He does not think he is kicking up all the dust all alone.—*The Silent Partner.*

Book Reviews

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth Avenue, New York.)

New Edition of Poucher

PERFUMES, COSMETICS AND SOAPS—William A. Poucher. Fourth Edition. Published by D. Van Nostrand Co., Inc., 250 Fourth Ave., New York. \$9.00.

After the brief interval of three years a new edition of Poucher's has made its appearance. Since the number of volumes of the third edition mounted to six thousand, that number, or nearly that number of books has been sold since 1929. That is quite a record and testifies to the popularity and usefulness of Poucher's work.

The new edition, the fourth one, follows closely the arrangement of its predecessors. One new chapter has been added: Fruit Flavors. Other chapters have been materially enlarged and brought up-to-date. The part devoted to cosmetics has been enriched by formulæ on cholesterol cream and radium packs, etc. A very valuable addition to the book is the enclosure of a color chart which enables the manufacturer to match the colors of his products more exactly. Under the title of "Continental Practice," Poucher includes a number of formulæ copied from other books on perfumes, such as Mann's, Durville's, Gattefosse's, Wagner's, Winter's, etc. Full credit is given to the authors of the books used.

Insofar as quality and quantity of contents and general make-up of Poucher's book is concerned, we can only repeat what we said in the reviews of his former editions. We believe that this is a most valuable book the best in the English language and we recommend it to everyone interested in the subjects of perfumes, soaps or cosmetics.

C. P. WIMMER.

New Materials

THIS department lists and briefly describes new materials placed upon the market by our advertisers. The statements made regarding these products are those of the seller and are not to be regarded as endorsements. Advertisers are invited to send small samples and descriptive matter of products for use in this section.

Clifton Chemical Co., Inc., New York City.—*Shampoo Paste*.—"In line with movement favoring the merchandising of quality products under identified brands, the Clifton Chemical Co., Inc., which has for years manufactured shampoo paste for the beauty profession under the names of jobbers, is introducing an entirely new and better shampoo paste which will be sold to hairdressers under the name 'Velutone'."

"The new paste, which is made from a blend of olive oil, castor oil, coconut oil and glycerine, is said to be extra smooth and soft, and it is said to be economical due to its high concentration. 'Velutone' is put up in green and silver cans in weights of 25 and 10 pounds.

"The company announces there will be no change in its mode of distribution, with all sales being made through jobbers as in the past."

Circulars, Price Lists, Etc.

George G. Rodgers Co., New York City.—*New Catalog of Pharmaceutical, Food and Cosmetic Machinery*.—New additions to the line of cosmetic and pharmaceutical machinery are included in this 16-page, illustrated catalog of the company's complete line. Tube and jar fillers, crimpers and closers, mixers, steam jacketed kettles, etc., are described. The company which was established in 1890 in Springfield, O., is now at 26 Cortlandt street, New York. Copies of the catalog will be mailed on request.

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Interstate Color Co., Inc., New York City.—*Annual booklet*.—The handy booklet in diary form issued by this company for 1933 has been distributed. In addition to space for daily memos, it contains much useful information of a general nature.

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Fritzsche Brothers, Inc., New York.—*Annual report on essential oils, synthetic perfumes, etc., published by Schimmel & Co., Miltitz*.—This is the annual report of Schimmel & Co., edition of 1931, translated by Roland E. Kremers, Ph.D. The German edition was reviewed in these pages some time since. We would again extend to Fritzsche Brothers on behalf of the essential oil trade and toilet preparations industry sincere compliments on their generous enterprise in publishing the English translation of this useful work. It is a valuable contribution to the literature of the trade.

Inserted in the center of the volume are obituary articles and photographs of the late Dr. Otto Wallach and Dr. F. W. Semmler, whose work on the chemistry of essential oils and aromatic chemicals attained worldwide importance.

* * * *

Owens-Illinois Glass Co., Toledo, Ohio.—*Circular on New Fitch Cosmetic Line*.—"The effective harmony of color and design of the containers for the new line of cosmetics recently launched by the F. W. Fitch Co., Des Moines, Ia., was the product of several well-known artists who worked in co-operation with the design department of the Owens-Illinois Glass Co. The company supplied colored containers for all of the new Fitch products with the exception of the metal items. The whole line has an ensemble effect which secures generous display in preferred positions in retail stores."

* * * *

Elie Maunier, Grasse, France.—*L'Art de Composer un Bouquet*.—This very interesting article reprinted from *Les Parfums de France* in both French and English describes the method of compounding and blending by the perfumer. It gives several interesting hints regarding the selection of bases and modifying products and lists a large number of raw materials of value in imparting certain notes to the finished product. The qualifications of a successful perfumer are also briefly discussed.

* * * *

Foster Forbes Glass Co., Marion, Ind.—*"Empty Bottles"*.—The current issue of this interesting house organ is extremely newsy. Its cover consists of a cartoon entitled, "Glass Industry Olympics" which depicts the success of the company's operations in terms of athletic games.

Franco-American Hygienic Co., Chicago.—*"Franco-American Chit-Chat."*—The December issue of this newsy little bulletin describes a number of the company's Christmas specials, and contains an interesting Christmas message from F. J. Cyfer, vice-president and general manager.

* * * *

Les Parfums de Chimène, Sao Paulo, Brazil.—*Catalog.*—We have just received an attractive catalog illustrating the toilet preparations manufactured by this company which is represented in this country by Georges Acuna, New York. The catalog, whose cover is of a pretty silver and gray color scheme, is unique in that it contains only illustrations of the company's products and not one line of descriptive matter. The illustrations are clear cut and effective, and show off the products to good advantage. The products include perfumes, eau de cologne, powders, lipstick, compacts, bath salts and soaps.

* * * *

Giles Can Co., Chicago.—*Christmas Issue of "The Candle."*—This is another typical issue of this very interesting and entertaining house organ.

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Madam White Cosmetics, Inc., Minneapolis.—*"Success."*—This is an exceptionally handsome booklet with cover of black and silver. It contains photographs of the company's officers and directors and views of its handsome offices and laboratories. Also included are complete descriptions and illustrations of the products manufactured and a number of portraits of representatives in all parts of the country. The booklet closes with a number of letters from distributors showing the success with which they have sold "Madam White" products.

* * * *

Innis, Speiden & Co., New York.—*Price List.*—This is an unusually attractive issue of the company's regular price list. It is printed in red ink on green paper in honor of the holiday season, and the front cover is devoted to an inspiring holiday message from the company. Prices on a comprehensive list of industrial chemicals and allied products are given.

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Chicago Drug and Chemical Association.—*Constitution and By-Laws.*—The Association has issued an attractive little booklet giving the constitution and by-laws and a list of officers, members and firms belonging to the organization, together with addresses and telephone numbers.

* * * *

J. L. Hopkins & Co., New York.—*Beauty Aids by Hopkins.*—This is an attractive folder describing the products which the company makes for the perfume and cosmetic industry and for the beauty shop trade. They include almond meal, henna, henna shampoos, wave set and other items.

* * * *

Consolidated Safety Pin Co., Bloomfield, N. J.—*Circular on Metal Closures for "United Drug" Line.*—We have received a circular and illustration of the new packages recently launched by United Drug Co. on its "Cara Nome" line of toilet preparations from the

company which manufactures the handsome metal closures with which the new packages are fitted. The closures are of highly polished metal bearing the trade mark of the line and fitted with interior threads so that the skirts are entirely plain. They are a material addition to the handsome new packages of this popular line of toiletries.

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Phoenix Metal Cap Co., Chicago.—*December issue of "The Flame."*—This is a particularly effective issue



of one of the most interesting company publications which reaches our desk. It has an exceptionally interesting and attractive cover, which is reproduced here, and the illustrations as well partake of the flavor of the holiday season.

Among the articles are a special Christmas editorial; "Mayonnaise Beginnings," by Anna Schlorer Smith,

of Mrs. Schlorer's, Inc.; "A New Label," by B. C. Dudley, and an interesting history of sesame oil and its use.

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Anchor Cap & Closure Corp., Long Island City, N. Y.—*Circular on "New C. T. B. Cap."*—This circular is particularly interesting by reason of the fact that in addition to excellent descriptive matter regarding this new cap, a bottle fitted with one of the new closures and an envelope containing a number of the closures



in different colors is sent along with it. The company claims deeper threads, uniform pitch, freedom from jamming, greater thread length and better facility for decorative effects for this product. The caps are made in sizes 18, 20, 22, 24, 28, 30 and 33.

The Nyal Co. and the Bakelite Corp.—Circular on re-packaged "Dalon" toilet goods.—The company has recently re-packaged its lines with new containers and



attractive labels of red and gold. Bottles and jars are capped with closures of red "Bakelite" in harmony with the general color scheme.

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Owens-Illinois Glass Co., Toledo.—Circular on new "Silhouette" Containers. — "In its use of the 'Silhouette' motif as a decorative element for bottles and glass containers, the Owens-Illinois Glass Co., has developed an interesting contribution to modern packaging. Among the advantages claimed for this new 'Silhouette' treatment, beauty and sales-making display value come first. Furthermore, the 'Silhouettes,' since they become after application an integral part of the container itself, will not scratch or rub off in any way.

"With the use of these 'Silhouette' designs, Owens-Illinois executives point out that an entirely new and



distinctive appearance can be given to a manufacturer's standard container, thus eliminating the expense of complete redesigning of package when it is thought advisable to modify package design. Experience in retail trade so far shows that the new designs are particularly popular with women, who find that containers decorated with these 'Silhouettes' form attractive adjuncts to their dressing table equipment."

Dorothy Gray Co., Ltd., New York.—Christmas Special Number of "Fifth Avenues."—The special holiday issue of this interesting house organ contains, among other items of special interest to the trade, a complete description of the new Dorothy Gray lipsticks and their accompanying theory. Another feature is a chart which describes the various skin types with their proper shades of make-up.

New Incorporations

Alcesta Cosmetics Corp., Elizabeth, N. J.; \$20,000. Interstate Manufacturing Co., Inc., Norfolk, Va., flavoring extracts.

C. M. Brown Sales Co., Inc., Wilmington, Del., perfumes, powders, toilet articles; 1,000 shares common stock.

United Perfumery Co., Inc., Wilmington, Del., druggists, chemists; 100 shares common stock.

Fink Laboratories, Inc., Wilmington, Del., anti-septic mouth wash known as "Denolyne;" \$100,000.

Mansco Sales Co., soaps, fats; 200 shares common stock; S. V. Ryan, Albany, N. Y.

El Juan, Inc., Wilmington, Del., soaps, detergents, cleansing compounds; \$300,000.

Minute Make-Up Co., Inc., Wilmington, Del., toilet preparations; 2,000 shares common stock.

Peggy Glynn, cosmetics; 100 shares common stock; E. R. Schultz, 291 Broadway, New York.

Fenwicke Perfumeries, cosmetics; \$20,000; A. Teitler, 261 Broadway, New York.

Duro Products, hair goods; 100 shares common stock; Jasie & Solomon, 521 Fifth avenue, New York.

Corday Import Co., 123 West 64th street, New York, goods, wares; 200 shares common stock. Parfums Corday, same address; \$50,000 1st pf., \$1,625 2d pf., no par, 100 shares common stock.

Pan Crafts, toilet articles; \$10,000 pf., 100 shares common stock; A. P. Wilkes, 1450 Broadway, New York.

Wilson El-Bart Corp., vegetable, mineral, volatile oils; 100 shares common stock; A. Lichtig, 521 Fifth avenue, New York.

Rudemar Products Corp., 15 West 46th street, New York, cosmetics; \$1,000,000.

Houbigant Sales Corp., 539 West 45th street, New York; druggist business; \$100,000.

Business Records

Schedules Filed

Evenod Perfumer, Inc., 580 Fifth avenue, New York. Liabilities, \$43,994; assets \$63,330, main item being stock, \$53,986. The George Silver Import Co. is the principal creditor listed on a claim for \$37,339.

Columbo Extract Co., Inc., 37 West Twentieth street, New York. Liabilities, \$7,402; assets, \$6,611.

Petitions Filed Against

International Soda Water Co., Inc., 277 East 154th street, New York, by Geller-Barstaedt Co., Inc., for \$300; by Empire Lithographing Co., Inc., for \$100, and by Conron & Co., Inc., for \$100.

E. Burnham Products Co., Chicago, by Berman Bros., Co., Paper Specialty Co., Pure Oil Co., after creditors committee failed to work out plan for continuance. E. Burnham, Inc., not affected.

Canadian News and Notes

SUPPLEMENTING his talk on Russia at the luncheon of the Association of Canadian Perfumers and Manufacturers of Toilet Articles, Thornton Purkis, Toronto advertising counsel, went more fully into the subject at an evening meeting of that association at the Royal York hotel last month. President J. R. Kennedy conducted the meeting, a unique feature of which was a brief but solemn service for those who gave their lives in the Great War.

Captain Catto, of Soaps-Perfumes, Ltd., Toronto, officiated at the ceremony following the trumpeters sounding of the Last Post. With Mrs. Scott at the piano, E. H. Waldruff, United Drug Co., sang "They Have Not Died." Mr. Hirst, assistant sales manager of the Vinolia Co., in a clever little speech proposed a vote of thanks to the speakers.

With President Kennedy and Mr. Purkis at the head table were Mrs. Kennedy, Miss Dora Sanders, Mr. and Mrs. Hirst and Captain Catto. Others present were: C. L. Carmichael, Gordon's, Ltd.; Maurice Saperia, Fritzsche Brothers of Canada; A. Herridge, Fritzsche Brothers; H. F. McDermott, W. J. Bush & Co.; Fred R. McBrien, Parfumerie Melba; W. F. Wilson, Anchor Cap & Closure Corp.; W. M. Campbell, Stuart Bros. Co.; George F. Kaestner and A. B. Burns, Canadian Industrial Alcohol Co.; Spalding Black, Canadian Industries, Ltd.; Dunlop Stewart, William B. Stewart & Sons; R. W. Dixon, Dominion Glass Co.; Mr. Sutton, Pompeian Co.; J. O. Deegan, Anchor Cap & Closure Corp.; William E. Vine, Mrs. Browning and H. Howes, Fritzsche Brothers of Canada; H. S. Garlick, Canadian Boncilla Laboratories; W. C. A. Moffatt, editor, *Drug Merchandising* and representative of THE AMERICAN PERFUMER, and Mrs. Moffatt; Miss W. Pitts and Miss H. E. Beattie, Bernard Allen, Ltd.; Mrs. J. F. N. Kennedy, Mr. and Mrs. Charles Stephens, the Misses H. Lucas and H. Louras and S. B. Ward, Dominion Paper Box Co.; Mr. and Mrs. P. L. Scott; Miss Bernice M. Scott; Miss May I. Smith and E. H. Waldruff.

Palmolive Appeals on Sales Tax

The Supreme Court of Canada reserved judgment last month on an appeal by the Palmolive Manufacturing Co. (Ontario), Ltd., from an Exchequer Court order for payment of sales tax on \$3,300,000 worth of goods sold to the Colgate-Palmolive-Peet Co. of Canada. The Exchequer Court decided the Ontario company should pay sales tax on the selling price of goods sold to the Dominion company over the period from January 17, 1924, to April 13, 1927, totalling \$3,300,000.

The main appeal is from the order applying the tax to the price actually received rather than a fair market value. The crown entered a cross appeal arguing that both companies should be equally responsible. Mr. Justice McLean of the Exchequer Court held that the Dominion company was not liable. All the issued capital stock of both companies apart from the qualifying shares are owned by the Palmolive Co. of Delaware, U. S. A.

To Distribute Krank Products

C. C. Craig Co., Ltd., Winnipeg, has been appointed distributor for the whole of Canada for the well-known "Krank" lines, including "Lather Kreem," "Lemon Cleansing Kreem," "Mentho-Lemon Foundation Kreem" and other preparations made by A. J. Krank Co., St. Paul. C. C. Craig Co. has been agent for Western Canada for the Krank company for the past seventeen years, but under the new arrangement it takes over the selling rights for all Canada and in addition is packing in Winnipeg the two most important items in the line, namely "Krank's Lather Kreem" and "Krank's Cleansing Kreem." Distribution throughout Canada is said to be going very satisfactorily and is said now to have reached the point where it has been achieved with the wholesalers of the Dominion.

Imports of Materials Into Dominion

Last year the imports of products covered by Canadian Customs Tariff, item No. 264; namely, essential oils n.o.p. including bay oil, otto of limes, and peppermint oil, amounted to approximately \$715,000 in value of which \$121,000 came from the United Kingdom, \$379,000 from the United States and \$122,000 from France, according to a statement made in the House of Commons by Hon. E. N. Rhodes, Minister of Finance. There is practically no production in Canada, he said.

Regarding Customs Tariff, item No. 278, covering coconut, palm, and palm kernel oils, not edible, for manufacturing soap; carbolic or heavy oil; olive oil for manufacturing soap or tobacco, or for canning fish, Mr. Rhodes stated that imports last year of these were valued at \$1,916,000 of which \$130,000 came from the United Kingdom, \$1,555,000 from the United States and \$117,000 from Ceylon.

Arden Stages Canadian Demonstration

Birthday parades march on merrily from the thirties through the forties to the fifties, but Elizabeth Arden says there are ways of keeping in step with the band and "facing the music" with beauty, grace and charm. Recently in the Robert Simpson Co.'s Arcadian Court, nearly 1,000 women were privileged to learn some of her fascinating and thoroughly practical secrets concerning the keeping in step with the times and making youth look to its laurels in the matter of figure and facial beauty.

The afternoon's program which was announced by C. L. Burton, president of the company, included a smart fashion review, the promenade of the Elizabeth Arden "Lipstick Girls" demonstration of rhythmic exercises by Dyta Morena and Irma Sapper of the Arden New York Salon, an amusing little curtain raiser entitled "Facing the Music," and the appearance of Miss Elizabeth Arden herself.

"Our ambition should be to look as beautiful as ever

we can without exaggeration, and to grow with the times," said Miss Arden, who was introduced by Mr. Burton. She felt that by keeping a feeling of beauty one retains youth. Miss Arden, who was wearing a black cloth ensemble trimmed smartly with bands of sable and a small black hat with a veil, expressed her admiration for Toronto women.

"Facing the Music," the story of a middle-aged wife who found youth and beauty when she thought them gone forever, had Patricia O'Connell, of the Chicago Civic Opera Co., and Wellington Cross as its stars. The "Lipstick Girls" wearing smart new clothes and correct make-up demonstrated Elizabeth Arden's idea that any woman can wear any color if her make-up is right. Dyta Morena and Irma Sapper in a series of attractive costumes showed in a most artistic and effective manner how women could correct faulty posture and reduce their weight.

Toronto Students in Time Survey

Is applying rouge and lipstick a waste of time? Ask the third year psychology students at the University of Toronto. It is their problem. For one complete week, they have been asked to note on paper every phase, variety and fashion of daily activity or idleness and the time so occupied. Presumably the test is to show the students themselves what they do with their time, how it has been devoted to profitable or undesirable ends, and how their shining minutes may be improved. The entire test has been planned methodically and carefully. Each student has been given an exercise book ruled and lined, the columns headed "activity," "time" and "duration," and printed on alternate pages is the summary for the day. This summary is divided into five sections headed "curricular work," "extra-curricular activities," "recreation," "miscellaneous" and "unprofitable activities."

Argentina Modifies Cosmetics Tax

The revised internal revenue taxes on perfumes and toilet preparations enacted on January 19, 1932, and modified on February 19 have been repealed, and instead, the taxes applying before January 19 have been reestablished, with an increase of one-half, except for face powders, body powders, rouge, lipsticks, deodorizers, and products for the nails, selling for more than 0.70 peso per unit, on which articles the former taxes are increased one-tenth, according to a law (No. 11582) dated June 13, published in a bulletin stamped by the Administration of the Boletín Oficial, Buenos Aires, Argentina.

Toiletry Imports to Help Support Aviation in Rumania

Rumania offers a brand new reason for levying an additional duty on imported toiletries—that of raising funds for aviation. The Ministry of Finance recently ordered a special duty, besides the regular tariff, imposed on perfumes, toilet waters, bath salts and essences, cosmetics, pomades, hair dyes, face powders and rouges. The levies are: one *lei* per unit valued up to 50 *lei*; two *lei* per unit valued up to 200 *lei*, and five *lei* per unit for higher valuations.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARK REGISTRATIONS

"Glycolen." Liquid soap. Hiscox Chemical Works, Patchogue, N. Y.

"Floreston." Hair preparation. Hiscox Chemical Works, Patchogue, N. Y.

"Yardley" and "Yardley's." Perfumery and toilet articles. Yardley & Co., Ltd., Stratford, London, England.

"Tonrinz." Perfumery. Camilatone, Ltd., Cricklewood, London, England.

"Dorothy Gray." Toilet preparations. Dorothy Gray Co., Ltd., Bloomfield, N. J.

A diamond enclosing four block letter "E's," at the apex of the diamond the name: "Post's;" on either side of the base of the diamond, "For" on one side and "Ease" on the other. Toilet preparations. Jack Post, Toronto, Ont.

"Mum." Toilet preparations. Mum Mfg. Co., Inc., New York.

"Ipana." Toilet preparations. Bristol-Myers Co., New York.

"Faoen." Toilet articles. Park & Tilford, New York.

"Silverdale." Extracts. J. Freedman & Son, Ltd., Ottawa, Ont.

"Herpicide." Hair remedy. Herpicide Co., Detroit, Mich.

"Zeemex." Skin preparations. Duncan James McGregor, Winnipeg, Man.

"Djer Lady" and "Djer One." Toilet preparations. Vadsco Sales Corp., Long Island City, N. Y.

"Sem-Pray Jo-Ve-Nay," "Sem-Pray," "Sempere Giovine" and "Toujours Jeune." Toilet preparations. Sem-Pray Jo-Ve-Nay Co., Grand Rapids, Mich.

INDUSTRIAL DESIGNS

Diamond shaped bottle outlined with reversed fluting on both sides with two raised triangles on front and back diverging from center to top and bottom. Hollywood Laboratories, Toronto, Ont.

PATENTS

327,304.—Toilet article. Northam Warren Corp., New York, assignee of Eberhard Faber Pencil Co., Brooklyn, N. Y., assignee of Walter G. Roessinger, Forest Hills, N. Y.

328,087.—Soap Powder. Lever Brothers, Ltd., Port Sunlight, assignee of Charles Watson Moore, Warrington, and Horatio Ballantyne, Tadworth, all of England.

F. E. I. Corp. in Toronto

Manufacturing space has been acquired in Toronto by the F. E. I. Corp., of Pittsburgh, which has leased quarters in the building at 68 Lombard street for the production of a line of toilet preparations. A Canadian company is being formed to carry on the operations here.

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication. Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Avenue
New York City

Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

297,597.—Hance Brothers & White, Inc., Philadelphia, Pa. (June, 1929.)—Antiseptic mouth wash.

Trade Marks

WEST
POINT
M 249,349

Helen Ogden
M 244,254



247,597



303,654



307,264



307,259



318,199

Dier Lady
319,853 +
319,859

Dier One
319,840

LILAK
325,092



321,066



323,608



323,807



324,814



326,173

BON SONTAY
SPECIAL CREAM
324,337

HARPER
METHOD



327,407



325,488



326,038

MILAN



326,342



329,191

no delay
329,193



329,277



329,619



329,721

PLYMOUTH

JENNE
DOR
328,301



330,122

no delay
329,193

BIO-CREAM
329,277

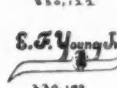
ANTOINE
329,619

HONEYTREE HOUR
329,721

PLYMOUTH
328,073



330,601

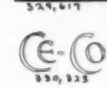


330,122

ARMELIN
330,472



330,301



330,323

NOVA
329,153

TRIX
329,178



330,341



330,380

CHEVRON
330,425

PULVEX
330,650

JAPALMO
330,754



330,323

REDLEAF

CHUMBY
330,399



330,415

BRISQUATIN
330,462

NOVOI
330,608

BINACA
330,759



330,794

330,411 +
331,310



330,395

CHRISTMAS
DREAM
330,400

ALOHSIA
330,743

Kiss-O-Love
331,007

Barbasol
331,365



331,204



330,929

CHALYS
330,461

BABY'S
BREATH
330,757

DE-SIDS
331,182

Sweetroll
331,116

SOLV-O-HOL
331,121

BALLYHOO
331,634

303,654.—Paris Laboratories, Inc., New York. (Mar., 1930.)—Toilet preparations.
307,259, 307,264.—California Packing Corp., San Francisco, Calif. (Nov. 16, 1914.)—Flavoring extracts.

318,199.—Deutsche Gold- und Silber Scheideanstalt, Frankfurt-on-the-Main, Germany. (Sept. 24, 1930.)—Essential oils and chemicals.

319,838, 319,839, 319,840.—Vadeco Sales Corp., Long Island City, N. Y. (May 17, 1927.)—Soaps and toilet preparations.

321,066.—Eugene M. Cheesman, Des Moines, Ia. (June 1, 1931.)—Toilet preparations.

323,608.—Christie Cosmetics, Inc., New York. (Jan., 1930.)—Toilet preparations and vanity cases.

323,807.—Villon & Villon, perfumer, Brooklyn, N. Y. (Sept. 2, 1931.)—Toilet preparations.

324,314.—Giaramita & Nugnes, Brooklyn, N. Y. (Nov. 15, 1931.)—Hair preparation.

324,337.—Ben Sontag Co., Battle Creek, Mich. (Jan. 1, 1932.)—Toilet cream.

325,085.—Associated Motion Picture Make-Up Artists, Inc., Ltd., Los Angeles, Calif. (Dec. 10, 1931.)—Cosmetics.

325,092.—Eilarm Co., Los Angeles, Calif. (Dec. 1, 1931.)—Eyelash dye and permanent wave solutions.

325,173.—Institut de Beaute, Inc., New York. (Sept. 15, 1931.)—Cosmetics.

325,488.—Terminal Barber Shops, Inc., New York. (Oct. 31, 1931.)—Cold creams and facial creams.

326,058.—Master Laboratories, Inc., Omaha, Neb. (Sept. 1, 1931.)—Dentifrice.

326,312.—Palmers, Ltd., Montreal, Que. (Oct. 31, 1931.)—Toilet preparations.

326,565.—David Roderick Watkins, Dormont Branch,

Pittsburgh, Pa. (Aug. 15, 1931.)—Shampoo in paste form.

326,894.—Delatone Co., Chicago, Ill. (Apr. 7, 1910.)—Depilatory.

327,409.—Parfumerie St. Denis, New York. (Mar. 15, 1932.)—Toilet preparations.

327,821.—Martha Matilda Harper, Inc., Rochester, N. Y. (Mar. 10, 1932.)—Toilet preparations.

328,066, 328,067.—McCrary Stores Corp., New York. (June 1, 1932.)—Nail polish and remover.

328,073.—Plymouth Products Co., Syracuse, N. Y. (Jan. 1, 1932.)—Soap.

328,301.—Jennie S. Eichenberg, doing business as Mme. Jenné, New York. (June 18, 1932.)—Cosmetics.

328,813.—Houbigant, Inc., New York. (July 6, 1932.)—Toilet preparations.

329,181.—Deutsche Gold- und Silber Scheideanstalt, Frankfurt-on-the-Main, Germany. (Sept. 24, 1930.)—Toilet preparations.

329,377.—Sam Hagler, doing business as Leeds, Ltd., New York. (Jan., 1930.)—Toilet preparations.

329,617.—Antoine de Paris, Inc., New York. (Dec., 1926.)—Toilet preparations.

329,721.—Isadore Schnitzer, South Norwalk, Conn. (Feb. 4, 1931.)—Facial creams.

329,752.—Nova-Bonshean, Inc., doing business as (Manufacturers), Chicago, Ill. (Jan., 1927.)—Toilet preparations.

329,775.—Trix Perfumers, New York. (Jan. 15, 1926.)—Toilet preparations.

329,911.—John Wanamaker Philadelphia, Philadelphia, Pa. (1927.)—Powder and vanity cases.

329,993.—Kaufmann Department Stores, Inc., Pittsburgh, Pa. (Aug. 15, 1932.)—Brushless shaving cream.

Patents



D 88,325



D 88,400



D 88,401



D 88,404



D 88,428



D 88,504



D 88,402



D 88,403



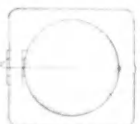
D 88,452



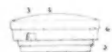
D 88,453



P 1,839,675



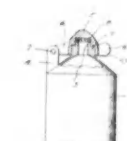
D 88,422



P 1,887,700



P 1,890,441



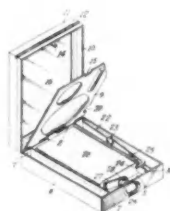
P 1,888,010



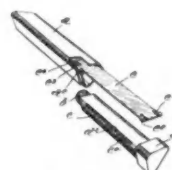
P 1,888,174



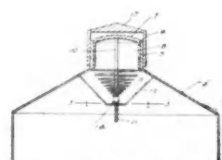
P 1,889,471



P 1,889,143



P 1,890,068



P 1,888,007

330,000.—Mathilda Pike, New York. (Jan. 13, 1932.)—Facial preparation.

330,001.—Superior Products Co., doing business as S-P Laboratories, Dallas, Tex. (June 20, 1932.)—Toilet preparations.

330,023.—G. H. Sherman, M.D., Inc., Detroit, Mich. (Feb. 1, 1932.)—Creams or skin ointments.

330,048.—Morton G. Neumann, doing business as Mo-Jo Products Co., Chicago, Ill. (Apr. 28, 1932.)—Perfume.

330,122.—Etel-Ga Laboratories, Rifle, Colo. (June 13, 1932.)—Skin lotions.

330,189.—E. F. Young Jr. Mfg. Co., Meridian, Miss. (Jan. 5, 1932.)—Toilet preparations.

330,190.—Daniel Hunt, Bremerton, Wash. (Apr. 15, 1932.)—Facial cleanser and facial cream.

330,291.—Capital Chemical Drug Co., Inc., Montgomery, Ala. (1928.)—Hair preparation.

330,301.—Estella Lind Jones, San Diego, Calif. (July 20, 1932.)—Skin lotion.

330,323, 330,324.—Chichester Chemical Co., Philadelphia, Pa. (Aug. 17, 1932.)—Powdered deodorant.

330,360.—Henri Bendel, Inc., New York. (July 1, 1932.)—Cosmetics.

330,386.—E. L. Patch Co., Stoneham, Mass. (1889.)—Toilet preparations.

330,389.—William A. Webster Co., Memphis, Tenn. (Apr. 4, 1932.)—Tooth paste.

330,395.—Campana Corp., Batavia, Ill. (Feb. 10, 1932.)—Skin lotion.

330,415.—S. J. Baron Corp., New York. (Aug. 24, 1932.)—Flavorings for foods.

330,472.—E. & A. R., Binghamton, N. Y. (May, 1932.)—Hair restorative.

330,488.—Dent-O-Fras Tooth Paste Co., San Bernardino, Calif. (June 15, 1932.)—Tooth paste and antiseptic.

330,625.—Richard Hudnut, New York. (Sept. 10, 1932.)—Toilet preparations.

330,630.—Thomas E. Keating, New York. (Aug. 31, 1932.)—Hair grower and tonic.

330,650.—William Cooper & Nephews, Inc., Chicago, Ill. (Nov. 1, 1930.)—Dog soap.

330,707.—Monroe Sander Corp., Long Island City, N. Y. (Nov. 10, 1931.)—Liquid nail polish.

330,754.—Peoples Drug Stores, Inc., doing business as Barnard Co., Washington, D. C. (1909.)—Toilet preparations.

330,794.—Modern Tissues Corp., New York. (May 15, 1929.)—Facial tissue.

330,848.—Graitmore Co., New York. (Sept. 17, 1932.)—Hair dye and rinse.

330,929.—Motley's Beauty Parlor, Washington, D. C. (Sept. 1, 1932.)—Preparation for the hair.

330,937.—Society of Chemical Industry in Basle, Basel, Switzerland. (Oct. 20, 1931.)—Tooth paste.

330,959, 330,960, 330,961, 330,962, 330,963.—Maxine Products Co., Inc., Detroit, Mich. (Dec., 1927.)—Perfume.

331,007.—Plough, Inc., doing business as Kiss-O-Love Perfumers, Memphis, Tenn. (July 24, 1929.)—Toilet preparations.

331,151.—Felton Chemical Co., Inc., Brooklyn, N. Y. (Nov. 1, 1928.)—Natural and synthetic food flavoring extracts.

331,182.—A. C. Horn Co., Long Island City, N. Y. (Mar. 1, 1932.)—Liquid dye-soap.

331,204.—Kitgen Laboratories, Camden, N. J. (Mar. 19, 1931.)—Cosmetics.

331,210.—John Wanamaker Philadelphia, Philadelphia, Pa. (1927.)—Fitted manicure cases.

331,365.—Barbasol Co., Indianapolis, Ind. (Sept. 1, 1932.)—Skin cleansing cream.

331,429.—Gallagher Drug Co., Dayton, O. (June 22, 1932.)—Shaving cream.

331,716.—Sweet Mfg. & Sales Co., Phoenix, N. Y. (Oct. 10, 1932.)—Cleansing tissues.

Trade Mark Registrations Granted

(Act of March 19, 1920)

These registrations are not subject to opposition:

M299,249.—Service Products, Inc., doing business as West Point Laboratories, New York. (Oct. 9, 1931. Serial No. 321,221.)—Hair preparation.

M299,254.—The Fair, Chicago, Ill. (Sept. 2, 1931. Serial No. 320,190.)—Filled vanity cases.

Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.

1,887,700.—Stopper or Closure. Thomas Arthur Stevens, Wolverhampton, England.

1,888,007.—Sanitary Self-Closing Cap. Charles T. Millis, Jr., and Elbert A. Parker, Dallas, Tex.

1,888,010.—Tube Cap. Karl Lippahrt Mosteller, Mount Airy, Pa.

1,888,174.—Dispensing Device for Collapsible Tubes. William G. Kendall, Maplewood, N. J.

1,888,601.—Emulsion. Bennett-Mack Corp., Douglaston, L. I., N. Y.

1,888,883.—Method of Dyeing Eyebrows and Eyelashes. Louise Norris, Kansas City, Mo.

1,889,075.—Cologne Holder. John Samuel Mills, Kossuth, Miss.

1,889,143.—Electric Vanity Case. Marc F. Keller, Brooklyn, N. Y.

1,889,471.—Compact. Jules Glaenzer, New York, N. Y.

1,889,658.—Detergent. Charles Russell Hinchman, Haverford Township, Delaware County, Pa.

1,889,675.—Toilet Article and Method of Manufacturing the Same. Arthur F. Lindewall, Brooklyn, N. Y.

1,890,068.—Lipstick, Eyebrow Pencil, and the Like. Jacques Schall, Paris, France.

1,890,121.—Process of Bleaching Soap Stock. Stockton G. Turnbull, Arlington, N. J.

1,890,441.—Closures for Collapsible Tubes. Charles V. Hickman and Raymond L. Jeffery, Seattle, Wash.

Designs Patented

88,325.—Bottle. Coty, Inc., New York, N. Y.

88,400.—Bottle cap. Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn.

88,401.—Bottle cap. Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn.

88,402.—Bottle cap. Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn.

88,403.—Bottle cap. Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn.

88,404.—Bottle cap. Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn.

88,422.—Combination of cigarette and vanity case. Samuel H. La Fontaine, Union, N. J.

88,428.—Bottle. Agustin Trigo Mezquita, Valencia, Spain.

88,452.—Bottle cap. Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn.

88,453.—Bottle cap. Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn.

88,504.—Bottle. D'Orsay Perfumeries Corp., New York.

Progress in Synthetic Perfumes

Bogert (*Jour. Chem. Ed. Vol. 8, No. 7*) discussed recent progress in the field of synthetic perfumes describing numerous new and interesting compounds and concluded with the statement that synthetics would eventually replace natural products as raw materials in this field.

Reports on Markets and Crops

New York Market Report

by S. L. Mayham

BUSINESS in essential oils has been by no means brisk during the last few weeks. Activity dropped off in November and has not been resumed. For this, the holiday season and the approach of inventories are partly to blame. Manufacturing of toilet preparations for the Christmas trade was virtually over the first of December, and purchasing has been limited to supplementary quantities of raw materials to fill belated orders since that time. At the same time, the consuming industries have been more anxious than usual to avoid stocking goods before inventory, and the result has added to the general dullness of the market position.

Important oils have generally held fairly steady at recently prevailing levels. Most of them have reached prices from which it is almost impossible to recede further. Any move will be upward, and with stocks of most of them low, sellers anticipate a forward movement as soon as buying is resumed in any quantity. There have been some further declines in minor oils to bring them into line with the leaders in their respective groups. This has been the case in domestic oils and especially so in the seed and spice oil group where the weakness and low price of the leader, clove oil, has influenced other and less important oils.

Citrus oils have continued weak. Lower prices on California orange oil have hit the market another hard blow and there seems little immediate chance of a recovery since orange oil is now being produced in what seems to be more than sufficient volume for the consuming demand. Stocks at the end of the season of greatest consumption continue large and as a result prices are weak. Lemon is in better shape, principally because only Italy and California are in the market with any quantity of oil. Bergamot is in the worst shape in years. Efforts at stabilization by means of the Consortium have apparently failed, exporters in Italy having brought such pressure on the Government that the scheme is reported to have been virtually abandoned and its operations postponed for at least another year.

Floral products, which have been in a little better shape during recent weeks, are again quiet with little doing and prices unstable and unsettled. Other items show very little change.

Synthetics and Derivatives

The market has been quiet. Business of fair proportions was done earlier in the season, but at the moment there is little buying on the part of the consumers, especially in the toilet preparations industry. Seasonal business this year was reported as more or less disappointing, purchasers being interested in small lots only. More frequent buying, however, doubtless had the result of bringing the aggregate somewhere into line with the usual holiday business.

(Continued on Page 565)

Floral Crops in Southern France

Special Correspondence

GRASSE, December 7.—The two months that have just elapsed have been very satisfactory. For a long time we were unable to make a statement in this vein. Of course, this does not mean there has been a return of steady business, but the fact remains that the situation shows improvement that cannot be gainsaid. The movement in business recorded in the course of these last two months, coming as it has at a time when the market is rather low in supply on certain classes of raw materials, could not help but bring forth a considerable strengthening of prices, and the general tendency towards improvement gives the impression that, should the demand remain steady, we should quickly see prices get back to their right level.

October and November have likewise been two good months in point of weather. The minimum temperature fell 41 degrees F., but the maximum remained at a good level, since it showed only a 9 degree deviation from the record of September, i.e., 75° F. instead of 84° F. in the North. However, we have to point out the extremely violent storm that burst September 29 upon the coast of the provinces, working very serious havoc, particularly in the Department of the Var. The region of Grasse was spared, and only a few crops of aromatic plants received a copious sprinkling.

Jasmin

The jasmin crop was continued all the way up to the end of September. As we wrote in our previous report, very few growers bestowed the usual care upon their plantings. In view of the starvation prices offered for the flower, the crop was permitted to remain unharvested, almost in its entirety, which prevented a further increase in the stocks of jasmin products that were causing the market to drag so heavily. Only the fields belonging to perfumery houses received usual care and supplied a harvest approaching normal. In the aggregate, the quantity of flowers gathered should hardly succeed 250,000 kilos, as against 800,000 last year. Jasmin products found a very active market locally. On concrete, some houses regarded their available supply as inadequate, and therefore went ahead with purchases, the result of which was an alleviation in the heavy stocks at certain places. Production is therefore a little better distributed and sellers have since been more stoutly resisting the inquiries. In some instances they prefer not to sell at all, since they are counting upon an increase in values on these products, which is not at all improbable.

Lavender

Our previous report on this oil came to the conclusion that there would be a shortage in this year's production. This report has been fully confirmed by the results obtained, since it is estimated that not more than two-thirds of the crop has been gathered

and that the yield has been 20% lower than the average in previous years. Whereas last year the lavender crop was favored by dry and warm weather, this year blossoming was retarded and set back by a rainy and rather cold month of July. The formation of oil in the plant could not go on under normal conditions and only the high altitude plantings, the blossoming of which is later, obtained the benefit of the nice, warm days of the month of August, which permitted them to give a yield of oil well-nigh normal.

From the commercial point of view, lavender is doubtless one of the products most sorely tested by the crisis. A casual examination of the prices that have prevailed during the last ten years readily enables one to take cognizance of this.

The general business depression is obviously a large factor in this situation. However, this situation is likewise indisputably the result of two other causes, these being first of all the unquestionable exorbitance of prices that have rendered the use of the product prohibitive, since it is quite obvious that soap makers, who are among the largest consumers of the lavender oils, have turned away from it whenever it has been possible for them to do so and have gone over instead to much less costly materials; while the second cause on the other hand obviously lies in the fact that for the last ten years lavender production has been multiplied in an inconsiderate manner, without any cognizance being taken of the fact that its consumption had a limit. Formerly lavender was a simple product of harvesting and the crop of wild flowers alone sufficed to supply the requirements of the Grasse industry. Subsequently, vast fields of natural lavender were set up in order to impart greater vigor to the spontaneous plants, and then also not content with that people undertook the establishment of plantations of cultivated lavender over considerable areas. This veritable debauch in lavender cultivation caused the appearance of some of these crops in diversely scattered regions and even so far off as in our colony in North Africa.

Overproduction was simply bound to develop sooner or later, and it has made itself felt all the more keenly and severely because of the fact that the depression has little by little reduced the size of the demand, causing slow sales and heavy stocks.

Geranium

The geranium crop, which before the war had attained a production of about 2,500 tons and from then on continued to decline, yielded only 100,000 kilos in 1931. The price of 30 francs per 100 kilos paid for the fresh herb affords growers a profit inadequate to make the cultivation worth while. Also, the owners who this year have planted are rare and this crop is tending more and more to disappear from our region. As a result of this, production of oil is limited.

Yugoslavia Taxes Soap and Perfumery

Soap and perfumery are among the 100 items classed as "luxury goods" on which a tax of 10 per cent of the price of the goods was established in Yugoslavia recently. The tax is paid by the producer of domestic goods and at the time of importation on imported goods.

Paris Men's Shops Sell Perfume

IT is common knowledge that the famous dressmakers of Paris have special perfumes made for sale in their own establishments. So fruitful has this business proved that the men's clothing trade in the French metropolis has taken a similar step.

The originator of the idea is Knizé, tailor and shirt-maker of the Champs-Élysées. According to a director of this firm, the sale of masculine perfumery was one of the methods adopted to relieve the crisis in the firm's regular trade.

"Every new channel of business has to be explored," he said. "It is not a question of men becoming effeminate because they are being offered 'toilet water'—it is not called 'scent.' You can't accuse women of masculinity because they smoke cigarettes, so why accuse men of effeminacy because they use perfume. The idea really does help our business—it attracts customers."

The manner in which this house approaches this side of its activities is unique. First, the "toilet water" is a specially prepared perfume having a scent of leather and tobacco. That in itself is interesting, and the mention of it to a man who has come in to buy a shirt generally has the desired effect: he buys and tries. Naturally, the perfume is not the only line of toilet goods; specially scented soap (leather and tobacco), shaving soap and cream are also featured.

The arrangement and display of these lines is important. They appear as an afterthought rather than as a feature of the establishment. Bottles and tubes are not placed in a window with shirts and ties, but are set on a table at one side of the shop, and in a setting of black and white. The soap is packed in rough wooden boxes; the shaving cream in black and white tubes, and the "toilet water" in plain, square-shaped bottles.

Other Parisian haberdashers are following the lead set by Knizé, with the result that not only are men coming to sample the new lines, but they are learning to say: "I buy my toilet goods from my tailor; saves so much time and trouble." So far there has been no complaint from the toilet trade—how could there be, since women in Paris have always been able to buy perfume from the dressmakers or grocers?

In London perfumes have been sold for several years past by the Austin Reed men's chain.

New York Market Report

(Continued from Page 564)

Prices have been quite stable during the month. Very few changes have taken place, and these have been more in line with shading on desirable business than actual reductions. Some fairly good business has been done with industries other than soap and toilet preparations, and this has doubtless assisted in stabilizing prices on some of the cheaper bulk items. Competition is keen on some of the finer and more expensive items such as the higher aldehydes and alcohols, all of which might have been shaded slightly on actual business. In general, the market has been quiet and easy, but the trade anticipates that post inventory purchasing will make January a satisfactory month.

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS							
Almond Bitter, per lb.	\$2.20@	\$2.40		Hops	(oz.)	6.00@	7.00
S. P. A.	2.50@	2.75		Horsement		4.25@	
Sweet True40@	.45		Hyssop		40.00@	
Apricot Kernel27@	.35		Juniper Berries		1.40@	1.65
Amber, crude24@	.30		Juniper Wood60@	.62
rectified50@	.60		Laurel		15.00@	
Ambrette, oz.	46.00@			Lavender, English		32.00@	
Amyris balsamifera ..	2.20@	2.80		French		1.85@	3.50
Angelica	22.00@	35.00		Lemon, Italian80@	1.00
Anise, U. S. P.36@	.40		Calif.85@	1.00
Araucaria	1.75@	1.85		Lemongrass46@	.55
Aspic (spike) Spanish	.55@	.65		Limes, distilled		7.00@	8.50
French70@	.90		expressed		10.00@	10.50
Balsam Peru	6.00@			Linaloe		1.70@	2.00
Balsam, Tolu, per oz.	4.25@			Lovage		27.50@	
Basil	40.00@			Mace, distilled95@	1.15
Bay	1.65@	2.00		Mandarin		4.75@	7.50
Bergamot	2.05@	2.15		Marjoram		6.25@	
Birch, sweet N. C. ..	1.50@	1.75		Melissa		5.00@	
Penn. and Conn.	2.15@	3.00		Mirbane15@	
Birchtar, crude15@			Mustard, genuine		8.50@	10.00
Birchtar, rectified ..	.50@	.55		artificial		1.60@	1.85
Bois de Rose	1.10@	2.15		Myrrh		10.00@	
Cade, U. S. P.28@	.32		Myrtle		4.00@	
Cajeput55@	1.00		Neroli, Bigarade, pure		90.00@	150.00
Calamus	3.00@			Petale, extra		120.00@	175.00
Camphor "white"15@	.20		Niaouli		3.45@	
Cananga, Java native	1.75@	2.00		Nutmeg95@	1.15
rectified	2.25@			Olibanum		6.50@	
Caraway	1.65@	1.75		Orange, bitter		1.70@	2.00
Cardamom, Ceylon ..	14.00@	25.00		sweet, W. Indian ..		1.35@	1.50
Cascarilla	60.00@			Italian		1.35@	1.75
Cassia, 80@85 per cent	.85@			Spanish		2.65@	2.75
rectified, U. S. P. ...	1.10@	1.35		Calif. exp.		1.00@	1.50
Cedar leaf76@	1.00		dist.85@	.95
Cedar wood32@	.38		Origanum, Spanish ..		.95@	
Cedrat	4.15@			Orris root, con. (oz.)		4.00@	5.00
Celery	8.00@	8.50		Orris root, abs. (oz.)		35.00@	50.00
Chamomile	(oz.)	2.50@	7.00	Orris Liquid		18.00@	25.00
Cherry laurel	12.00@			Parsley		6.50@	
Cinnamon, Ceylon ..	8.00@	13.50		Patchouli		3.30@	3.65
Cinnamon, Leaf	2.25@			Pennyroyal, American		1.85@	2.15
Citronella, Ceylon ..	.39@	.45		French		1.40@	
Java53@	.60		Pepper, black		6.50@	
Cloves Zanzibar85@	.90		Peppermint, natural..		1.85@	2.10
Cognac	22.00@	28.00		redistilled		2.20@	2.50
Copaiba50@	.60		Petitgrain		1.10@	1.45
Coriander	4.40@	4.75		French		2.10@	2.60
Croton	2.35@	2.50		Pimento		1.40@	1.60
Cubebs	2.70@	3.00		Pine cones		3.00@	
Cumin	7.25@	7.75		Pine needle, Siberia ..		.62@	.65
Curacao peels	5.25@			Pinus Sylvestris		2.00@	2.15
Curcuma	3.00@			Pumilionis		2.20@	
Cypress	4.35@	4.75		Rhodium, imitation ..		2.00@	4.50
Dillseed	3.15@	3.40		Rose, Bulgaria. (oz.)		6.00@	20.00
Elemi	1.45@			Rosemary, French30@	.40
Erigeron	1.30@	1.60		Spanish26@	.35
Estragon	38.00@			Rue		2.25@	
Eucalyptus27@	.30		Sage		2.15@	
Fennel, Sweet	1.15@	1.30		Sage, Clary		22.00@	37.50
Galbanum	26.00@			Sandalwood, East			
Galangal	24.00@			India		7.50@	8.00
Geranium, Rose				Australia		5.90@	6.60
Algerian	4.75@	5.00		Sassafras, natural ..		.80@	1.00
Bourbon	4.50@	4.65		artificial20@	.30
Spanish	16.00@			Savin, French		1.85@	2.00
Turkish	2.15@	2.45		Spearmint		1.05@	1.50
Ginger	3.75@	4.00		Snake Root		8.00@	10.00
Gingergrass	3.00@	3.15		Spruce73@	.80
Grape Fruit	3.15@	3.50		Styrax		7.00@	
Guaiac (Wood)	2.85@			Tansy		1.70@	2.00
Hemlock73@	.80		Thuja		1.50@	
				Thyme, red60@	.70
				White70@	1.00

TERPENELESS OILS

Bay	5.25@	5.75
Bergamot	8.00@	10.00
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Lavender	5.50@	8.00
Lemon	6.75@	14.50
Lime, Ex.	65.00@	
Orange, Sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	5.00@	6.00
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P. ..		
VIII	2.65@	3.00
Alcoholic	3.00@	
Cubeb	3.25@	
Ginger, U. S. P. VIII	3.00@	
Alcoholic	3.25@	
Malefern	1.45@	1.60
Oak Moss	6.00@	15.00
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	6.75@	8.75

DERIVATIVES AND CHEMICALS

Acetaldehyde 50% ..	2.00@	
Acetophenone	2.00@	3.00
Acetyl Iso-eugenol ..	9.00@	
Alcohol C 8	14.00@	20.00
C 9	26.00@	40.00
C 10	18.00@	30.00
C 11	30.00@	40.00
C 12	14.00@	25.00
Aldehyde C 8	50.00@	
C 9	70.00@	125.00
C 10	50.00@	82.00
C 11	40.00@	75.00
C 12	75.00@	105.00
C 14 (so-called) ..	15.00@	35.00
C 16 (so-called) ..	20.00@	40.00
Amyl Acetate85@	1.00
Amyl Butyrate	1.40@	1.75
Amyl Cinnamate	2.50@	
Amyl Cinnamic Alde-		
hyde	3.90@	4.00
Amyl Formate	1.75@	2.00

Amyl Phenyl Acetate	5.00@	5.75	Methyl Anthranilate..	2.50@	3.00	Beeswax, white	.40@	.45
Amyl Salicylate	.90@	1.20	Methyl Benzoate	1.40@	1.75	Yellow	.22@	.30
Amyl Valerate	2.50@	3.00	Methyl Cinnamate	3.00@		Bismuth sub-nitrate	1.10@	1.35
Anethol	1.00@	1.25	Methyl Eugenol	2.90@	6.75	Boric acid, ton	165.00@	175.00
Anisic Aldehyde	3.35@		Methyl Heptenone	3.75@	6.00	Calamine	.16@	.20
Benzaldehyde, U. S. P.	1.45@		Methyl Heptene Carb.	20.00@	36.00	Calcium, phosphate	.08@	.08 3/4
F. F. C.	1.55@	1.90	Methyl Iso-eugenol	8.50@	12.50	Phosphate, tri-basic	.13@	.15
Benzophenone	2.00@	4.00	Methyl Octine Carb.	24.00@	32.00	Sulfate	.03 3/4@	.04
Benzyl Acetate	.70@	.85	Methyl Paracresol	4.65@	6.00	Camphor	.53@	.65
Benzyl Alcohol	.95@	1.50	Methyl Phenylacetate	4.65@	6.00	Cardamon seed	.65@	
Benzyl Benzoate	1.05@	2.00	Methyl Salicylate	.42@	.50	Castoreum	17.50@	
Benzyl Butyrate	5.50@	6.25	Musk Ambrette	6.50@	7.50	Chalk, precip.	.03 1/2@	.06 1/2
Benzyl Cinnamate	7.00@	9.00	Ketone	7.50@	9.50	Cherry laurel water,		
Benzyl Formate	2.90@	3.25	Xylene	2.50@	3.00	gal.	1.25@	
Benzyl Iso-eugenol	18.00@	27.00	Nerolin (ethyl ester)	1.50@	1.75	Citric acid	.35@	.40
Benzyl Propionate	2.00@	5.50	Nonyl Acetate	48.00@		Civet, ounce	3.75@	4.50
Benzylidenacetone	2.50@	4.00	Octyl Acetate	32.00@		Cocoa butter	.18@	.20
Borneol	1.60@	2.25	Paracresol Acetate	5.25@	6.00	Clay, Colloidal	.03@	.03 1/2
Bornyl Acetate	1.75@	8.00	Paracresol Methyl			Formaldehyde	.06 1/2@	
Bromstyrol	4.00@	5.00	Ether	4.50@	7.00	Fuller's Earth, ton	16.00@	30.00
Butyl Acetate	.60@		Paracresol Phenyl			Formic acid	.12@	.16
Butyl Propionate	2.00@		Acetate	14.00@	20.00	Fatty Acids (See Soap Sec.)		
Butyraldehyde	12.00@		Phenylacetaldehyde			Guarana	1.15@	2.00
Carvene	1.15@		50%	5.00@	7.00	Gum Arabic, white	.20@	.22
Carvol	3.25@	4.00	100%	8.50@	10.50	amber	.09 1/2@	.12
Cinnamic Acid	4.00@		Phenylacetic Acid	2.50@	4.00	Gum Benzoin, Siam	1.30@	1.50
Cinnamic Alcohol	2.85@	3.50	Phenylethyl Acetate	7.00@	10.00	Sumatra	.24@	.30
Cinnamic Aldehyde	2.50@	3.50	Phenylethyl Alcohol	4.25@	4.75	Gum galbanum	1.05@	1.15
Cinnamyl Acetate	10.00@	12.00	Phenylethyl Butyrate	16.00@	20.00	Gum myrrh	.25@	.40
Cinnamyl Butyrate	12.00@	14.00	Phenylethyl Formate	18.00@		Henna, powd.	.14@	.28
Cinnamyl Formate	13.00@		Phenylethyl Pro-			Hydrogen peroxide	.05@	.08
Citral C. P.	2.60@	3.00	pionate	12.00@		Kaolin	.06@	.08
Citronellal	2.40@	3.00	Phenylethyl Valerate	16.00@		Labdanum	3.50@	5.50
Citronellol	2.40@	2.75	Phenylpropyl Acetate	8.00@	11.00	Lanolin, hydrous	.18@	.22
Citronellyl Acetate	4.50@	8.00	Phenylpropyl Alcohol	6.00@	12.00	anhydrous	.20@	.24
Coumarin	3.50@		Phenylpropyl Alde-			Lavender flowers	.24@	.55
Cuminic Aldehyde	62.00@		hyde	8.00@	12.00	Magnesium, Carbonate	.06 3/4@	.07 1/2
Dibutylphthalate	.30@	.36	Rhodinol	8.00@	20.00	Stearate	.19@	.25
Diethylphthalate	.32@	.37	Safrol	.32@	.36	Sulfate	.02 1/2@	.03
Dimethyl Anthranilate	6.25@	7.00	Santalyl Acetate	22.50@		Musk, ounce	15.00@	25.00
Dimethyl Hydroqui-			Skatol, C. P. (oz.)	7.00@	10.00	Oils, vegetable (See Soap Sec.)		
none	3.75@	5.00	Styralyl Acetate	20.00@		Olibanum, tears	.13@	.30
Dimethyl phthalate	.50@	.60	Styralyl Alcohol	20.00@		siftings	.08@	.13
Diphenylmethane	1.75@	2.45	Terpineol, C. P.	.36@	.40	Orange flower water,		
Diphenyloxide	1.20@		Terpinyl Acetate	.90@	1.15	gal.	1.50@	
Ethyl Acetate	.30@	.50	Thymene	.35@		Orange flowers	.40@	1.00
Ethyl Anthranilate	5.50@	6.00	Thymol	1.90@	2.75	Orris root, powd.	.20@	.75
Ethyl Benzoate	1.20@		Vanillin (clove oil)	5.15@	6.00	Paraffin	.03 1/2@	.05
Ethyl Butyrate	1.00@		(guaiacol)	4.65@	5.25	Patchouli leaves	.16@	.20
Ethyl Cinnamate	4.00@		Vetiveryl Acetate	21.00@	25.00	Petrolatum, white	.06 1/2@	.10 1/2
Ethyl Formate	1.00@	1.25	Violet Ketone Alpha	5.00@	10.00	Phenol	.16@	.20
Ethyl Propionate	1.40@	2.50	Beta	5.50@	8.00	Potassium, carbonate	.13@	.16
Ethyl Salicylate	1.15@	2.50	Methyl	5.25@	8.00	Hydroxide (See Soap Sec.)		
Ethyl Vanillin	15.00@	20.00	Yara Yara (methyl			Quince seed	1.75@	2.00
Eucalyptol	.75@	1.00	ester)	1.50@	1.75	Reseda flowers	1.50@	1.65
Eugenol	2.40@	3.50				Rhubarb root, powd.	.28@	.50
Geraniol, dom.	2.00@	6.00	BEANS			Rice starch	.12@	.15
Geranyl Acetate	2.90@	4.00	Tonka Beans, Para	1.00@	1.25	Rose leaves, red	.55@	.85
Geranyl Butyrate	5.00@	10.00	Angostura	1.60@	2.00	pale	.40@	.50
Geranyl Formate	4.25@	10.00	Vanilla Beans			Rose water, gal.	1.25@	
Heliotropin, dom.	2.10@	2.40	Mexican, whole	3.00@	4.50	Salicylic acid	.40@	.45
foreign	2.50@		Mexican, cut	2.50@	2.75	Sandalwood, chips	.45@	.50
Hydratropic Aldehyde	25.00@	27.50	Bourbon, whole	.85@	1.75	Saponin	1.75@	
Hydroxycitronellal	3.60@	10.00	South American	2.00@	2.50	Scan, neutral white	.19@	.23
Indol, C. P. (oz.)	2.25@	5.00				Sodium, Carb. crys.	.01 3/4@	.02 1/4
Iso-borneol	2.30@		DRUGS AND SUNDRIES			Phosphate, tri-basic	.03 1/2@	.04
Iso-butyl Acetate	2.65@		Acetone	.11@	.15	Spermacetti	.22@	.25
Iso-butyl Benzoate	2.75@	3.25	Alcohol, 190-proof, gal.	2.37 1/2@	2.63 1/2	Styrax	.40@	3.35
Iso-butyl Salicylate	3.00@	6.00	Almond meal	.21@	.25	Sulfur, precip.	.17@	.20
Iso-eugenol	3.50@	4.50	Alum, potash	.03 1/4@	.03 1/2	Tartaric acid	.27@	.30
Iso-safrol	1.75@		Aluminum chloride	.10@		Titanium oxide	.22@	.25
Linalool	1.90@	2.75	Ambergris	32.50@	Nom	Tragacanth, No. 1	1.20@	1.50
Linalyl Acetate 90%	2.50@	2.75	Balsam, Copaiba	.19@	.22	Triethanolamine	.45@	.50
Linalyl Benzoate	10.50@		Peru	1.30@	1.50	Venice turpentine, gal.	.30@	
Linalyl Formate	10.00@	12.00	Tolu	.90@	1.15	Vetivert root	.30@	
Menthol, Japan	3.00@	3.75	Fir, Canada, gal.	9.00@	12.00	Violet flowers	.95@	1.15
Synthetic	2.50@	3.00	Oregon	1.00@	1.20	Zinc, Peroxide	.18@	.21
Methyl Acetophenone	2.20@	3.00				Oxide	.13 1/2@	.15
						Stearate	.21@	.28

Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

Method of Bleaching Soaps

ONE of the cheapest processes is that with sodium hypochlorite. There is no foundation for the idea that the chlorine may be injurious in bleaching and therefore is to be avoided in soap-making. In fact, if this product is scientifically employed to bleach soap, there will be no excess of chlorine. When the fat is completely saponified it is treated with hypochlorite containing about 5 per cent of chlorine. It is recommended to work in a wooden vat at a temperature not exceeding 50 degrees C. The action of hypochlorite is maximum at a low temperature and the mass should be kept moving with a mechanical agitator. The soap is then let rest for some hours. Excessively concentrated solutions should not be used. It is better to work with 5 per cent, although, of course, it is impossible to fix the absolute percentage required, which will depend upon the materials employed and their constitution. The average figures are: For 100 kgs. soap, 3 to 8 kgs. of alkali containing 40 grams of active chlorine obtained by treatment of calcium chloride. If possible, it is better to work with an alkali containing 100 grams of active chlorine. In this case about 1 to 2.5 kgs. for 100 kgs. of soap will suffice. (Kazarnowski, *Olii et Grassi* (8), 28.)

Decolorization of Palm Oils

F. GUICHARD AND C. AUBERT. *Bull. mat. grasses inst. colonial Marseille* 15, 370-7 (1931).—A practical method (treatment with air) is developed for use in the Cameroun, employing unsupervised native labor and simple equipment. The crude oil is heated at 110-5° in an open kettle, and poured through a cloth sieve. The oil thus finely divided and exposed to air falls back into the kettle, first striking a piece of white wood which floats on the surface and serves to break up the drops further, as well as to exhibit the color of the oil. The operation is stopped after about 5 hours when the oil, originally deep red, becomes green or yellow. Dehydration, reduction of acid no. and rough filtration accompany the decolorization. A simple addnl. filtration gives a pale straw-yellow product, edible and of low acid no. Extn. and examn. of absorption spectra indicate that the original color is due to a red and a green substance. The extd. pigments dissolved in neutral mineral oil are not oxidized by blowing with air but the addn. of fatty acids, particularly oleic, catalyzes the reaction. The time required for decolorizing an oil of given acidity is independent of the intensity of the initial color and is most rapid at an acidity of about 16 per cent.—*Chemical Abstracts*.

Seek Tariff on Organic Oils and Fats

ENACTMENT of an emergency tariff on organic oils and fats to protect domestic producers from serious competition from countries whose currency has depreciated was urged by representatives of the organic oils and fats industry at a Customs Bureau hearing in Washington, D. C., recently. At the hearing, which was called to give the industry an opportunity to show evidence of dumping, since the Customs Bureau would be without authority to give relief where the troubles of the industry were due to low prices resulting from depreciated currencies, it was brought out that imported oils and fats are sold in this country at prices with which domestic producers cannot successfully compete. John B. Gordon, secretary of the Bureau of Raw Materials for American Vegetable Oils and Fats Industry, protested against the restriction of imports of foreign materials, and obtained a week in which to prepare a brief to controvert evidence presented by the domestic producers.

Rancidity of Fats

H. O. Triebold (*Cereal Chem.*, 1931, 8, 518-532).—Theories as to the mode of development of oxidative rancidity are discussed. By means of the spectro-photometer determinations were made of the per cent of light transmitted by the colored solutions produced by the Kreis reaction on a prime steam lard after absorption of 0, 10, 50, 100, 200, 300, and 400 c.c. of O_2 , respectively, per 100 g. of fat. As the greatest absorption occurred at wave-lengths of 530-570 $m\mu$, the mean of five readings (at 530, 540, 550, 560, and 570 $m\mu$) was taken as indicating a definite O_2 absorption by the fat. The logarithm of the reciprocal of the per cent of light transmitted is related almost linearly to the amount of O_2 absorbed. Wheat oil inhibits in a measure the oxidative deterioration of the shortening in baked goods.—*British Chem. Abs.*

Potentiometric Titration of Acidity in Oils

R. R. Ralston, C. H. Fellows, and K. S. Wyatt (*Ind. Eng. Chem. [Anal.]*, 1932 4, 109-110).—The acidity of oils may be determined by potentiometric titration of the oil (dissolved in isoamyl alcohol saturated with LiCl) with 0.025-0.05N-KOH (in isoamyl alcohol), using a Pt-C electrode couple. A procedure is described, which enables 0.5-g. samples to be used. The existence of more than one inflexion in the titration curves is believed to indicate the presence of acids having widely different dissociation consts.—*British Chem. Abs.*

Rancidity in Toilet Soaps

(Continued from Page 541)

used for perfuming soap. They base their interdiction on the contention that these aromatic substances would infallibly cause the soap to become rancid, due to the fact that they contain free acids. This statement appears as a particularly grotesque exaggeration when it is remembered that these substances are well known to have a preservative action and that their use has become standard practice for perfuming soap over many years.

Theory of Oxidation

Another theory states that rancidity is caused by oxidation. But a primary oxidizing action, which results in the liberation of fatty acids, would be difficult to concede, even if we were inclined to concede in principle the possibility of rancidity by oxidation.

It is true that oxidation takes place, but its action is of secondary nature to accentuate the rancidity that has already set in, its action being manifested in the formation of substances possessing bad odors, while the rancidity is originally caused by the prior liberation of free fatty acids. It is of no moment how these acids may have been set free, either by hydrolysis, or by catalysis. The effect of oxidation is therefore to accentuate the characteristic odor of rancidity by bringing about conversion of the liberated higher molecular weight fatty acids into fatty acids of lower molecular weight, such as lauric acid, butyric acid and caprylic acid. But in any case a primary and substantive oxidizing action must be conceded to be the cause of the soap becoming rancid, in this sense that it results in the liberation of the fatty acid from its combination with alkali. What might be considered as a feasible theory is that the oxidizing action promotes the rancidity of the soap and that the rancidity is accentuated by the formation of fatty acids of lower molecular weight. Hence oxidation assists the hydrolytic action or catalysis, but it cannot be considered as a substantive and primary factor in bringing about this phenomenon.

What is absolutely certain is the fact that the perfect soap may be subjected to the oxidizing action of the surrounding atmosphere, without showing the slightest tendency to become rancid, provided that it is stored in a dry place and protected from coming in contact with the strong rays of the sun. However, we do not believe that the perfect soap will be able to stand up against strong treatment with active oxygen, for example during chemical bleaching with peroxides, sodium perborate, sodium persulphates and other persulphates.

These two facts are directly contrary to the theory which concedes the possibility of the soap becoming rancid under the action of an oxidizing agent and it strongly attacks all theories which claim to prove that certain aromatic substances, such as essential oils containing large proportions of terpenes, are the more or less immediate cause of the rancidity of soap, this being brought about by the oxidizing action of these substances.

As far as the soap being made rancid by the action of the direct rays of sunlight is concerned, we may

concede that the immediate cause is a very violent oxidation, but we do not know the mechanism of the chemical reaction, which is brought about by the sun's rays and the rays developed by the ultra-violet quartz lamp. The action of rays of sunlight and rays from the quartz lamp, therefore, remains obscure; it is probably a complex matter in this sense that numerous special factors may perhaps be responsible for the oxidizing action, these factors cooperating with one another to cause the phenomenon of rancidity.

Two Actual Causes

Hence, to review the facts, we know only two actual causes of rancidity, that is, marked hydrolysis and catalysis by means of metals, exclusive of incomplete saponification and other oversights and carelessness in the manufacture of the soap and in the selection or proportioning of the fatty substances used in making the stock mixture. Furthermore, it appears that the destructive action of metallic impurities is also explained, at least in certain instances and according to the views of many authors, by hydrolysis, which ensues as a secondary factor. This theory concedes as the primary reaction the partial formation of anhydrous, metallic soaps. This reaction sets free a certain quantity of water from colloidal combination in the soap, that is the water constitution in the alkali soap which is changed into metallic soap. The quantity of water, which is liberated in this fashion, then acts on the soap which has not yet been changed and brings about liberation of the fatty acids by hydrolytic action.

Imaginary Causes

Among the imaginary causes of soap becoming rancid are included those that are supposed to arise due to the use of certain aromatic substances.

It has been pointed out in the foregoing repeatedly that this is a lamentable practice and distinctly in error. There is no good reason for trying to make the perfume added to the soap the scapegoat and to assign to it the responsibility for the soap becoming rancid, when this is really due to carelessness in the manufacture of the curd soap. Many dissertations, written for the degree of doctor of philosophy, have been published on this subject. None of them has, however, been able to furnish real proof of the assumed harmfulness of certain aromatic substances when used in perfuming soap. There is a good reason for this, namely because the harm is only in the imagination.

Aromatic Substances Not to Blame

It may be definitely stated that *there is no proven case described in the professional literature of the rancidity of soap being caused by any aromatic substance whatsoever*. Whatever proof has been developed has not been accurate. Furthermore, where proofs have been offered, they were never the results of practical experiments carried out by practical technologists, but were based on the views of theoretical chemists only, who were more or less inexperienced in the practice of our profession. We must emphasize this fact even more strongly, and the following point no less vigorously. It is true that the practical use of these perfume materials—so-called harmful—affords us daily proof that chemical theory, in denying that these sub-

stances are perfect in effectiveness, in their olefactory properties and in stability, as proven by experiment, oversteps the limits of its sphere of usefulness.

Nevertheless, theoretical chemistry continues to worry the practical man by arbitrary publications of this kind. It disseminates deplorable confusion which threatens to bring about an intolerable state of affairs which must be combated to the end.

Fortified by our own practical experience and by the support of an experienced technologist, we do not hesitate to affirm that there is no case where a perfume of good quality, excluding expressly chemical residues or impure aromatic substances, has been proven to be the cause of soap, which is perfectly made, becoming rancid.

Literature of the Subject

Before going into this matter further, we wish to glance through the publications in the literature which we have indicated are abusive.

Certain authors accuse essential oils, which are rich in terpenes, such as lemon oil, orange peel oil, oil of bergamot, etc., of causing sure and rapid rancidity of soap due to their energetic oxidizing action. This oxidation is supposed to be caused by the resinification of the terpenes which is accompanied by simultaneous absorption of oxygen and by the oxidizing action of this ozonized mixture. Now it is a curious fact that nobody objects to the use of isolated terpenes, which, as everyone knows, are daily used with the greatest success for perfuming cheap grades of soap. Without there being need of any further comment, this fact alone explains the shallowness of such a supposition. We have already shown the problematical side of such a factor in considering the possibility of oxidation causing the rancidity of soap.

Other authors inveigh against the use of esters or perfume materials which are very rich in esters, because of the possibility of acidulation of the soap due to the liberation of acid. This theory is rendered inadmissible by the duly proven fact that the majority of esters are very stable and are well able to withstand the action of hydrolysis (steam distillation of essential oils which are rich in terpenes) and often even the action of concentrated caustic lyes without being decomposed.

As far as the possibility of acidulation of the soap is concerned, other authors have not been afraid to avow the grotesque opinion that there is great danger involved in the use of balsams, etc., which contain free acids, such as benzoic acid, cinnamic acid, etc. Thus, they wish to put us on our guard against using these aromatic substances and particularly fixatives whose value is known to be great and whose use has become standard practice and in fact indispensable in perfuming soap, and finally whose preservative action is effective against rancidity. If we were asked to prove how little value these malicious theories have and how little knowledge of the practical art is back of them, this example would suffice amply in itself. When we study these aberrations still further, we find that certain chemists prescribe the exclusive use of aromatic substances, which must be neutralized before use, etc., etc.

A recent publication (see *Deutsche Parfümerie Zeitung*, 1931, number 17, page 342) crowns the

theoretical excesses of this kind. The author in this article approves the use of aromatic substances only when they do not react with alkalis. Thus, this publication assumes to regulate the perfuming of soap through a sort of chemical ordinance. Hence, in order to make a good product and to attain success in perfuming soap, in the future we would have to obey a sort of rule of thumb which has been conceived chemically.

The author of this article, therefore, permits us to use alcohols, ether-oxides, ketones and hydrocarbons which are not oxidized. He advises against or proscribes the use of aldehydes, acids, esters, lactones and phenols. He would particularly put us on guard against using the following aromatic substances, which are capable, according to this author, of causing the rancidity of soap: anisaldehyde, benzaldehyde, citral, citronellal, hydroxycitronellal, lauric aldehyde, nonyl aldehyde, octyl aldehyde, phenylacetic aldehyde, cinnamic aldehyde, vanillin, heliotropin, resins and balsams which contain free benzoic acid or cinnamic acid (benzoin, storax, balsam tolu, etc.), linalyl acetate, coumarin, eugenol, isoeugenol, oil of cloves, finally aromatic substances containing indol (jasmin, orange flower oil, neroli oil, etc.) or containing scatol (civet).

This quotation is given for what it is worth and particularly as being a really distressing statement supporting an untenable position.

It is inconceivable that anyone should have been bold enough to value our practical knowledge so little as to advise us that, chemically speaking, we are daily making grave errors in using, as a matter of standard practice, "harmful" aromatic substances, which are able to bring about rancidity of soap, in short that we are guilty of indiscretion after indiscretion in using vanillin, coumarin, heliotropin, eugenol and many other substances which are condemned by this writer.

The merit of such publications certainly does not reside in any practical value whatsoever, but merely so that the absurdity of the objections raised against the use of certain aromatic substances for perfuming soap affords us an opportunity of judging the value of an inauspicious theory which is arbitrarily antagonistic to the real facts of the case.

Hence, we should not really give them the honor of discussing them, because such aberrations are not really discussable, inasmuch as they are contrary to the most elementary common sense and to our actual professional knowledge. We can, however, make the most of this situation and deservedly so.

Everything that is deserving of refutation, we are bold to believe, has been sufficiently refuted by our exposé of the real causes of the rancidity of soap. This was done in the first part of this study. For the rest it was sufficient to mention a few theoretical publications of this type, of particularly pretentious proportions and in direct contradiction to common sense, to scourge a system based on such aberrations and to set at naught a frivolous legend.

Take these words written by a fervent adept in our revered art and by one who has full belief in it, and with full regard to the respect due to science as a collaborator, as a contribution in dissipating the uneasiness that hovers over the free practice of our professional functions and, if there is need of it, in insti-

gating a merciless battle against this state of affairs. Thus any further attempt to impose a ridiculous science upon us will be drowned in a torrent of indignation or very simply silenced by peals of homeric laughter.

Happy is he who, strong in skill and in intuitive aptitude, has always known how to take these theoretical excesses for what they were worth.

Verba et Voces, Praeteraque Nihil!

Highly Concentrated Liquid Potash Soap

German Patent No. 560,980, filed December 31, 1931. Dr. J. Schaffner & Co., G.m.b.H., Berlin-Grünwald, Germany.—The manufacture of liquid potash soaps, which contain not more than a maximum of 25 per cent of fatty acids, and their use for disinfecting purposes, as well as in the toilet, are well-known. In order to prevent the gelatinization, or coagulation, of these low-concentrated soap solutions, they are often mixed with glycerin, sugar, alcohol or the like in varying proportions.

Attempts have repeatedly been made to manufacture highly concentrated, liquid potash soaps, which can be satisfactorily employed for various technical purposes. The greatly increased tendency for such liquid soaps to gelatinize is of course a difficulty that must be overcome, and a solution has been attempted by the addition of ammonium salts, for example ammonium sulfate, ammonium thiosulfate and the like.

There are also a number of well-known processes for the manufacture of liquid solvent soaps, that is liquid potash soaps, which contain a fat solvent in the form of hydrocarbons, high molecular weight alcohols, ketones and the like, added for the purpose of increasing the detergent action of the soap.

Furthermore, potash soft soaps, whose fatty content consists partially or entirely of castor oil, or potash soaps, which contain small quantities of castor oil, fatty acid or turkey red oil, added for the purpose of improving the lathering quality of the soap, are also known. Soaps, containing varying proportions of sulfonated oils, are also known. The purpose of these sulfonated oils in the soaps is to increase the emulsifying powers of the soap or to render it absorptive of substances which are otherwise insoluble in the soap.

It has now been found that comparatively small quantities of hydroxylated or sulfonated oils in association with small proportions of liquid, water-insoluble and unsaponifiable oils are able to influence considerably the colloidal condition of a highly concentrated, potash soap solution. These substances are thus able to eliminate the danger of the soap gelatinizing. They enable the manufacture of highly concentrated liquid potash soaps, which can be packed in bottles in contradistinction to soft soaps.

The new process is carried out with the usual addition of small quantities of both hydroxylated or sulfonated oils as well as of water-insoluble oils that cannot be saponified. However, it has for its purpose an entirely different object than the manufacture of a soap containing a solvent or of soaps characterized by improved lathering quality and greater emulsifying power. The water-insoluble, unsaponifiable oils, which come within the scope of new process as covered by this patent, need not be exclusively fat solvents. Any

oil that is insoluble in water will produce the desired effect in its basic, essential details, in fact even such an oil as petroleum or its distillates. On the other hand better results are obtained when a mixture of hydrocarbons with high boiling alcohols and the like is used. These mixtures dissolve in the soap to give a clear solution, or the oils are at least very finely and intimately dispersed through the soap. The proportion of the oils or mixtures required varies generally between one and five per cent, and it must not exceed seven per cent. However, the proportion added may be reduced to so low a point that, even when the added oil can dissolve fats, the very small amount present in the soap cannot be manifested in the detergent action of the same, and it is altogether out of the question to call this soap a solvent soap.

The addition of a very small quantity of these substances and mixtures is able to produce the desired effect, that is to influence favorably the microscopical structure of the colloidal potash soap solution. The kind of oil or mixture added and the quantitative composition of the latter will vary according to the kind of stock originally used in the manufacture of the potash soap. But in any case the proportion added is so small that in no case has there been observed any detrimental action on the lathering quality of the liquid soap. The oil or oil and alcohol mixture may be added either before, during or after saponification. These substances may also be added to a finished soft soap, which has first been converted into the liquid state by melting.

For example, a soft soap, which has been made from linseed oil or soya bean oil, is remelted on the water bath. Then a mixture of approximately seven parts by weight of turkey red oil, two parts by weight of petrolatum oil and one part by weight of terpineol is added in the proportion of seven parts by weight to about 100 parts by weight of the soap. The soap solidifies after cooling, no longer in the original gelatinizing form, but in a thickly viscous mass.

Additional experiments have shown that this thickly viscous soap can be made more mobile when small quantities of carbamide or its derivatives soluble in water are dissolved in the hydroxylated or sulfonated oils. While the soap is standing in storage, small proportions of ammonia soap are then formed. The characteristic odor of this soap is barely detectable in the mass, but enough of the soap is present anyway to have a definite action in causing progressive liquefaction of the soap.

The liquid condition of the highly concentrated potash soaps, which are obtained by this process, is also naturally retained when these soaps are mixed, sooner or later, with liquid, organic solvents, as for example benzene, or disinfecting liquids, such as tar and the like.

In conclusion, a highly concentrated potash soap is obtained in the liquid state without there being any danger of the solidification of the same when an ordinary potash soap, containing in excess of 25 per cent fatty acids, is mixed with relatively small quantities of hydroxylated or sulfonated oils or water-insoluble, unsaponifiable oils, either before, during or after saponification. A similar effect can be obtained by the addition of carbamide or its water-soluble derivatives to these oils.

Soap Materials Market

Vegetable Oils

Demand for vegetable oils has been holding up quite well, and many large consumers have been showing a good deal of buying interest for the second and even the third quarter of next year's deliveries. Coconut oil is quoted now for December/June shipments at 2½c lb., Pacific Coast, and 3¼c lb., New York, in tank cars at which prices business has been done. Semi-refined Cochin type coconut oil is quoted at 3¼c lb. tanks, New York. Acidulated coconut oil soap stock, basis 98% saponifiable, for which there has been a good demand right along, is available for early next year in limited quantities at 3¼c lb. tanks, New York.

Crude cottonseed oil is fairly steady, with demand from the refiners for nearby deliveries quite active. Crude corn oil sold down an eighth early this month to 2¼c lb. Midwest mills. Domestic crude soya bean oil is steadier and producers are now holding steadily for 3c lb. tanks, Midwest mills.

Sulphur olive oil foots are somewhat easier here and abroad, and offerings are being made for December/April shipments at 3½c lb. tanks and 4½c lb. in barrels or drums, f.o.b. New York. Commercial denatured olive oil is quoted at from 45c to 50c per gallon, New York, price depending upon shipment and point of origin.

A. H. HORNER

Tallow

The present month finds business at a low ebb. For one reason soapmakers have their holiday business out of the way and are busy with inventories. While the market in general is easy, a slight pick up of business would straighten out the slack. A bit of encouragement lies in the fact that at this writing there is a good inquiry for forward deliveries.

There is a fair demand for fancy tallow and other grades of tallow, with little interest in grease.

Conditions in the Middle West are quiet, with a fair volume of forward bookings of raw material.

E. H. FREY.

New Use for Soap

We have used soap to grease our finger in order to remove a tightly fitting ring, but we have never heard of a man greasing his body with it so that he could squeeze through the bars of a prison cell window. But that's exactly what Floyd Suydam, 19 years old, of Utica, N. Y., did, according to an *Associated Press* dispatch to the *New York Times*. About midnight on December 11, young Suydam, who was awaiting trial in a Utica jail on a charge of burglary, greased his naked body with soap and slipped through the bars of a window. His clothes were thrown to him by a confederate, and the youth made a "clean" getaway.

Prices of Soap Materials

Tallow and Grease

Tallow, N. Y. C. extra	\$.02¼ @	
Edible	.03¼ @	
Fancy	.04¼ @	
Grease, white	.02¼ @	
House	.02¼ @	
Yellow	.02¼ @	
Lard	.04¼ @	.06½

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks	.04½ @	
Corn Oil, 95% T.F.A. tanks	.03½ @	
Red Oil, distilled, tanks	.05 @	
Saponified	.05½ @	
Stearic Acid, single pressed	.07½ @	
Double pressed	.08 @	
Triple pressed	.10¼ @	

Soap Making Oils

Castor No. 1, tanks	.08½ @	
No. 3, tanks	.08 @	
Coconut, Ceylon Grade, tanks	.02¾ @	
Cochin grade, tanks	.03½ @	
Manilla grade, tanks	.03¼ @	
Corn, crude, Midwest mill, tanks	.03 @	
Cotton, crude, Southeast, tanks	.02¾ @	
Refined	.03¾ @	
Foots, 50% T.F.A.	.01 @	.01½
Lard, common No. 1 barrels	.06½ @	
Olive, denatured, max. 5% F.F.A.		
drums, gal.	.52 @	.55
Foots, prime, green, barrels	.04 @	
Palm, Lagos, max. 20% F.F.A., drums	.03¾ @	
Niger, casks	.03¼ @	
Palm, kernel, tanks	.04½ @	
Peanut, crude, barrels	.06½ @	
Refined, barrels	.08 @	
Soya beans, max. 2% F.F.A., Midwest mill, tanks	.03½ @	
Tallow, acidless, barrels	.06½ @	
Whale, Crude No. 1, Coast, tanks	.04 @	
Refined, barrels	.51 @	.59

Glycerine

Chemically pure, drums extra	.10¼ @	.11¾
Dynamite, drums included	.07½ @	.08
Saponification, drums	.05 @	.05½
Soap, lye	.04½ @	.04¾

Rosin

Barrels of 280 pounds

B	\$3.00	K	\$4.35
D	3.35	M	4.85
E	3.55	N	5.15
F	3.80	W.G.	5.65
G	3.80	W.W.	6.50
H	3.80	X	6.60
I	3.85	Wood	3.43

Chemicals

Acid, muriatic, 18°, 100 pounds	\$1.00 @	\$1.60
Sulphuric, 60°, ton	11.00 @	
66°, ton	15.00 @	
Borax, crystals, carlots, ton	42.00 @	71.00
Cyclohexanol (Hexalin)	.30 @	
Naphtha, cleaners', tank cars	.06¼ @	
Potassium, carbonate, 80@85%	.05¼ @	
Hydroxide (Caustic potash) 88@		
92%	.06½ @	.06¾
Salt, works, ton	11.50 @	14.00
Sodium carbonate (Soda ash) 58%		
light, 100 pounds	1.15 @	2.09
Hydroxide (Caustic Soda) 76%		
solid, 100 pounds	2.50 @	3.59
Silicate 40°, drums, works, 100 pounds	.75 @	
Sulphate, anhydrous	.01¾ @	.02¼
Phosphate, tri-basic	.03 @	.03¼
Zinc oxide	.05¼ @	

